We re-zing... STAR WARS

...sting LITTLE HOUSE ON THE PRAIRIE

...wing "IN SEARCH OF..." MOVIES

...sling PHYSICAL FITNESS

...and sing THE CARTER FOLLIES

No. 197
March '78
33230

MAD

IND ®

OUR PRICE
60c
CHEAP

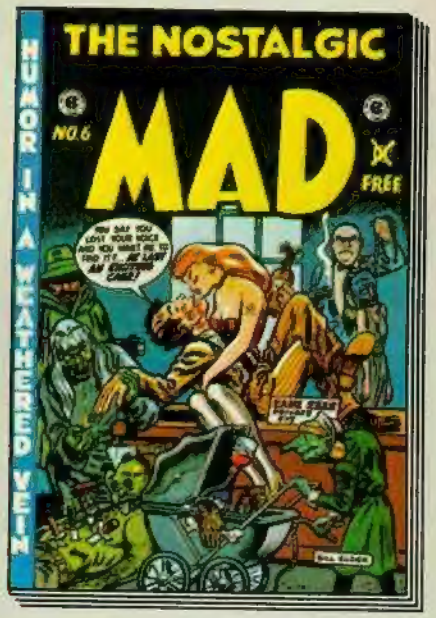
HOO-HAH...! HYSTERIA REPEATS ITSELF AGAIN!

MAINLY, OUR PAST RETCHES UP WITH US AGAIN IN

THE NOSTALGIC MAD NUMBER SIX

OUR LATEST FULL-COLOR 10¢-TYPE COMIC BOOK BONUS

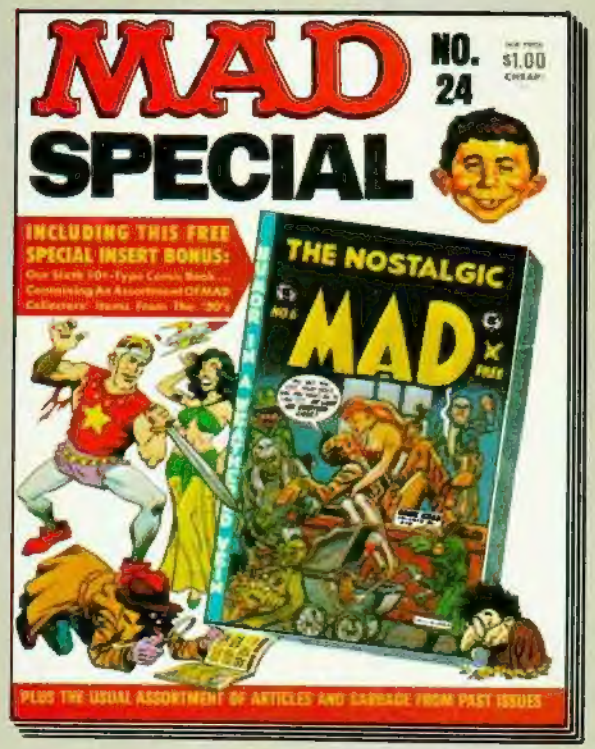
. . . Containing An Assortment Of Collectors' Items From These Four Valuable Back Issues Of The '50's



YOU GET IT FREE

. . . PLUS THE USUAL COLLECTION OF OLD GARBAGE . . . IN THE

MAD SPECIAL NUMBER TWENTY-FOUR



NOW ON DISPLAY WHEREVER MAGAZINES ARE SOLD (OR SWIPED)

NUMBER 197 MARCH 1978

MAD

"Enjoy yourself! It's later on you'll think!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

AID-DE-CHUMP DEPARTMENT
Instructions For Things That Need Instructions 28

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of Air 22

BIG TIME OPERETTA DEPARTMENT
The White House Follies Of 1978 4

CHARITEASE DEPARTMENT
Some Minor Medical Foundation Collection Drives 17

CREATURE PRESENTATION DEPARTMENT
MAD Previews An "In Search Of . . ." Movie 31

DON MARTIN DEPARTMENT
One Morning In An Old English Forest 11
One Afternoon In A New American Home 27
One Evening In A Hollywood TV Studio 37

HEART FAILURE DEPARTMENT
MAD's "Romance—Love—Relationship" Book 40

HEXERCISE DEPARTMENT
Staying In Shape 38

HIRE FLYER DEPARTMENT
MAD's Do-It-Yourself Job Application Letter 12

LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2

LOG CABIN SYRUP DEPARTMENT
"Little House, Oh, So Dreary" (A MAD TV Satire) 43

MARGINAL THINKING DEPARTMENT
"Drawn-Out Dramas" By Aragonés ..... **

SERGIO ARAGONES DEPARTMENT
A MAD Look At "Star Wars" 14

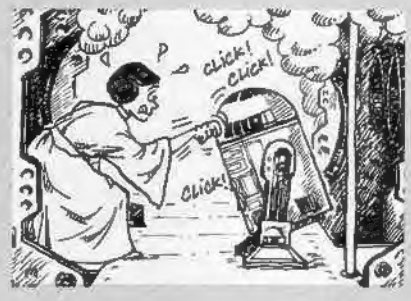
TELESCOPIC EYE-SORE DEPARTMENT
MAD Close-Ups 20

**Various Places Around The Magazine

MAD—March, 1978, Volume 1, No. 197. Published monthly except February, May, August and November, by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscription: in U.S.A., 15 issues $9.00. Outside U.S.A., 15 issues $10.00. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1978 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

WHITE HOUSE FOLLIES OF 1978
Pg. 4



A MAD LOOK AT "STAR WARS"
Pg. 14

THE LIGHTER SIDE OF AIR
Pg. 22

MAD PREVIEWS AN "IN SEARCH OF—" MOVIE
Pg. 31

MAD'S "ROMANCE-LOVE-RELATIONSHIP" BOOK
Pg. 40

"LITTLE HOUSE, OH, SO DREARY"
Pg. 43

WHY KILL YOURSELF?

JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO MAD

AND HAVE IT MAILED TO YOUR HOME!

use coupon or duplicate

MAD
485 MADison Avenue
New York, N.Y. 10022

I enclose $9.00.* Enter my name on your subscription list, and mail me the next 15 issues of MAD Magazine

NAME.....

ADDRESS.....

CITY.....

STATE.....ZIP.....

*In Canada, $10.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside U.S.A. and Canada, $10.00, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow **10 weeks** for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so **CHECK OR MONEY ORDER PREFERRED!**

FREE—FOR A LIMITED TIME!

Sorry! Time's up! Too bad you missed this fabulous giveaway of full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, suitable for framing or wrapping fish. Now, you'll have to pay the regular 35¢ for one, 75¢ for 3, $1.85 for 9, $3.15 for 27 or $6.35 for 81. Send money to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION *(Required by 39 U.S.C. 3685)* **1.** Title of Publication: MAD. **A.** Publication No. 324520. **2.** Date of Filing: Oct. 1, 1977. **3.** Frequency of Issue: Monthly except Feb., May, Aug., & Nov. **A.** No. of Issues Published Annually: 8. **B:** Annual Subscription Price: $9/15 Issues. **4.** Location of Known Office of Publication: 485 MADison Avenue NYC 10022. **5.** Location of the Headquarters or General Business Offices of the Publishers: 485 MADison Avenue NYC 10022. **6.** Names and Complete Addresses of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines — 485 MADison Avenue NYC 10022; Editor: Albert B. Feldstein—485 MADison Avenue NYC 10022; Managing Editor: None. **7.** Owner *(If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.)* E. C. Publications, Inc. wholly owned by Warner Communications, Inc., a publicly held corporation—75 Rockefeller Plaza NYC 10019. **8.** Known bondholders, Mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None.

10. EXTENT AND NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES PRINTED	2,417,385	2,680,040
B. PAID CIRCULATION: 1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	1,626,442	1,936,660
2. MAIL SUBSCRIPTIONS	95,073	97,165
C. TOTAL PAID CIRCULATION	1,721,515	2,033,825
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS, SAMPLES, COMPLIMENTARY AND OTHER FREE COPIES	65	65
E. TOTAL DISTRIBUTION	1,721,580	2,033,890
F. COPIES NOT DISTRIBUTED 1. OFFICE USE, LEFT-OVER, UNACCOUNTED, SPOILED AFTER PRINTING	600	600
2. RETURNS FROM NEW AGENTS	695,205	645,550
G. TOTAL	2,417,385	2,680,040

11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher

12. For completion by Publishers mailing at the regular rates *(Section 132.-121, Postal Service Manual)* 39 U.S.C. 3626 provides in pertinent part: "No person who would have been entitled to mail matter under former section 4359 of this title shall mail such matter at the rates provided under this subsection unless he files annually with the Postal Service a written request for permission to mail matter at such rates." In accordance with the provisions of this statute, I hereby request permission to mail the publication named in Item 1 at the phased postage rates presently authorized by 39 U.S.C. 3626.

William M. Gaines, Publisher

LETTERS DEPT.

BLIMP SUNDAY & AIRPLOT '77

"Blimp Sunday" was full of hot air (movie wise) but MAD's version was a gasser!

Richard W. Lutz
San German,
Puerto Rico

I really enjoyed your "take-off" on "Airport '77"!

Jim La Ruffa
Margate, Fla.

To quote writer Dick De Bartolo, "sixty extra people selling franks and beer!," at the Superbowl game in his "Blimp Sunday." In the Orange Bowl setting, Dick won't find *any* beer, just watered-down cokes. Our Mayor and City Commission don't have the guts to give the fans a break today and serve some tall cool ones. Thirsty Miami MAD readers have nicknamed them "The Sober Jerks"!

Keith D. Smith, Jr.
Miami, Fla.

Drucker's and De Bartolo's portrayal of "Blimp Sunday" and Airplot '77" was a double feature in "aeronautical" disasters!

Andy Hanas
Baltimore, Md.

The motion picture industry is probably too afraid of the combined talents of De Bartolo and Drucker to dare make "Airport '78"!

Jim Benson
San Diego, Calif.

Drucker and De Bartolo made the best thing imaginable out of the two corniest movies of all time, "Black Sunday" and "Airport '77"!

Bill Bilderback
Oakhurst, Calif.

DOWNTOWN LOURDES

I thought Don Martin's "One Afternoon In Downtown Lourdes" was as funny as a crutch.

Earl Johnson
West Seneca, N.Y.

MARGINALS GET AROUND

The works of Sergio Aragonés are indisputable "paragones"! Each marginal is a mini-masterpiece of tragi-comedy

Deirdre Suerth
Geneva, Switzerland

HANDICAPS IN OTHER FIELDS

As an aftermath to Larry Siegel's and Harry North's speculation in "Handicaps In Other Fields," I just read in the newspaper that Elton John gave a concert wearing a suit. Is this another case of MAD ESP?

Marc Goodstein
Los Angeles, Calif.

BLARNEY MILLER

Stan Hart should be charged with an 857 for his "Blarney Miller"; indecently exposing MAD readers to satirical assault causing mental harm!

David Opavsky
Burlington, Ont., Canada

Angelo Torres drew a felon wearing a "Decriminalize Cyanide" teeshirt in "Blarney Miller." I have looked in many stores but I simply can't find one. I *must* have one!

B. Wayne Gelinas
Belmont, Calif.

Stan Hart and Angelo Torres should be fingerprinted, booked and charged for committing the funniest satire in all the years they've been accomplices!

Pat Kelly
Lakeland, Fla.

You accused "Barney Miller" of sexism. However, at one point you had a female character say, "I'm a helpless, weak woman!" *That* sounds pretty sexist to me.

Ralph DeFessa
Philadelphia, Pa.

DECISION-MAKING DART BOARDS

"Dart-Boards" was right to the point!

Michelle Donner
Hartsdale, N.Y.

ADULT ADULATION

I stopped reading MAD when I passed my 18th birthday and started reading Time and Newsweek. Recently, I purchased MAD's December '77 issue and found it hilarious. MAD is not only for kids. You have a new adult fan!

William D. Nueske
Phoenix, Arizona

A FAIRY TALE

I'll bet Don Martin anything that she lost her slipper on her left foot and it fitted the man on his right foot.

Colin Lloyd
Langley, Canada

DOWN UNDER RECOGNITION

MAD Magazine is not an ordinary "funny" magazine, in that although you laugh, the basic truths, political comment and social satire are serious and build up over the years into an interesting and useful supplement to ordinary history books.

Gavin McCardle
Wellington,
New Zealand

ORIENT EXPRESSION

I am Japanese girl so it is very hard to understand all of MAD. I enjoy A MAD Movie Satire all the time. I spend to read it for two days. As I am reading MAD, my face gets grinning. Can you understand my poor English? I hope so!

Eriko Yatabe
Tokyo, Japan

Your English is better than most of our Inter-Office memos!—Ed.

Please Address All Correspondence To:
MAD, Dept. 197, 485 MADison Avenue
New York, New York 10022

Unsolicited Manuscripts will not be returned unless accompanied by a self-addressed, stamped envelope!

HUNGRY FOR BELLY-LAUGHS?

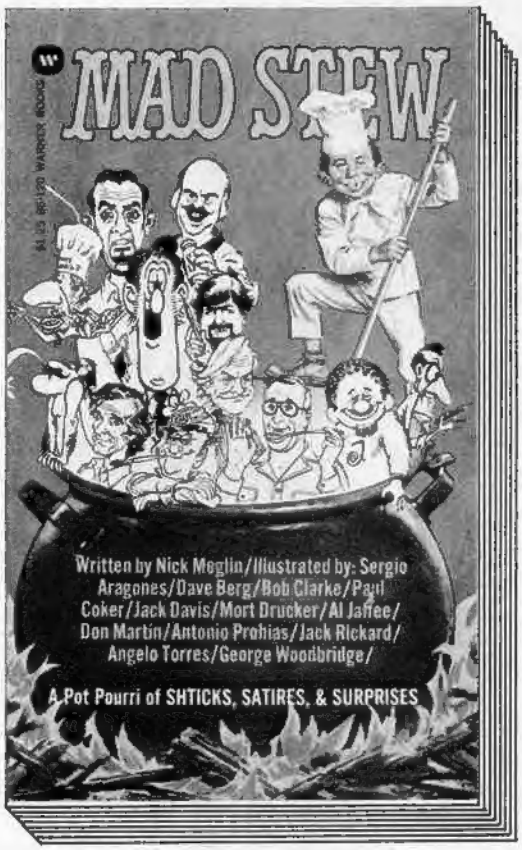
TRY

MAD

STEW

... OUR LATEST ALL-ORIGINAL CONCOCTION!

IT'LL TURN YOUR STOMACH
... AND POISON YOUR MIND
... WHILE YOU EAT IT UP!



ON SALE NOW AT ALL BOOKSTANDS, OR YOURS BY MAIL

---------- use coupon or duplicate ----------

MAD
485 MADison Avenue
New York, N.Y. 10022

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

PLEASE SEND ME: ☐ MAD STEW

ALSO, PLEASE SEND ME THE BOOKS I'VE CHECKED BELOW:

☐ The Bedside MAD
☐ Son of MAD
☐ The Organization MAD
☐ Like MAD
☐ The Ides of MAD
☐ Fighting MAD
☐ The MAD Frontier
☐ MAD in Orbit
☐ The Voodoo MAD
☐ Greasy MAD Stuff
☐ Three Ring MAD
☐ Self-Made MAD
☐ The MAD Sampler
☐ World, World, etc. MAD
☐ Raving MAD
☐ Boiling MAD
☐ Questionable MAD
☐ Howling MAD
☐ The Indigestible MAD
☐ Burning MAD
☐ Good 'n' MAD
☐ Hopping MAD
☐ The Portable MAD
☐ MAD Power
☐ The Dirty-Old MAD
☐ Polyunsaturated MAD
☐ The Recycled MAD
☐ The Non-Violent MAD
☐ The Rip-Off MAD
☐ The Token MAD
☐ The Pocket MAD
☐ The Invisible MAD
☐ Dr. Jekyll & Mr. MAD
☐ Steaming MAD
☐ MAD At You
☐ The Vintage MAD
☐ Hooked On MAD
☐ The Cuckoo MAD
☐ The Medicine MAD
☐ A MAD Scramble
☐ Swinging MAD
☐ DON MARTIN Steps Out
☐ DON MARTIN Bounces Back
☐ DON MARTIN Drops 13 Stories
☐ DON MARTIN's Captain Klutz
☐ DON MARTIN Cooks
☐ DON MARTIN Comes On Strong
☐ DON MARTIN Carries On
☐ DON MARTIN Steps Further Out
☐ DON MARTIN Forges Ahead
☐ DAVE BERG Looks at the U.S.A.
☐ DAVE BERG Looks at People
☐ DAVE BERG Looks at Things
☐ DAVE BERG Modern Thinking
☐ DAVE BERG Our Sick World
☐ DAVE BERGS Looks at Living
☐ DAVE BERG Looks Around
☐ DAVE BERG Loving Look
☐ The All-New SPY vs. SPY
☐ SPY vs. SPY Follow Up File
☐ 3rd MAD Dossier of SPY vs. SPY
☐ 4th MAD Classified SPY vs. SPY
☐ A MAD Look at Old Movies
☐ Return of MAD Old Movies
☐ MAD-Vertising
☐ A MAD Look at TV
☐ A MAD Guide to Leisure Time
☐ AL JAFFEE's Snappy Answers
☐ AL JAFFEE's MAD Book of Magic
☐ More AL JAFFEE's Snappy Answers
☐ AL JAFFEE's Monstrosities
☐ Still More JAFFEE Snappy Answers
☐ Aragones's "Viva MAD"
☐ Aragones's MAD About MAD
☐ Aragones's MAD-ly Yours
☐ Aragones's In MAD We Trust
☐ Aragones's MAD As the Devil
☐ Aragones's Incurably MAD
☐ MAD for Better or Verse
☐ Sing Along With MAD
☐ MAD About Sports
☐ MAD's Talking Stamps
☐ More MAD About Sports
☐ MAD Word Power
☐ The MAD Jumble Book
☐ Politically MAD
☐ MAD Cradle to Grave Primer
☐ The MAD Book of Revenge
☐ History Gone MAD
☐ MAD's Turned-On Zoo
☐ Clods' Letters To MAD

On orders outside the U.S.A. be sure to add 10% extra. Allow at least six weeks for delivery.

I ENCLOSE $1.25 FOR EACH
(Minimum Order: 3 Books)

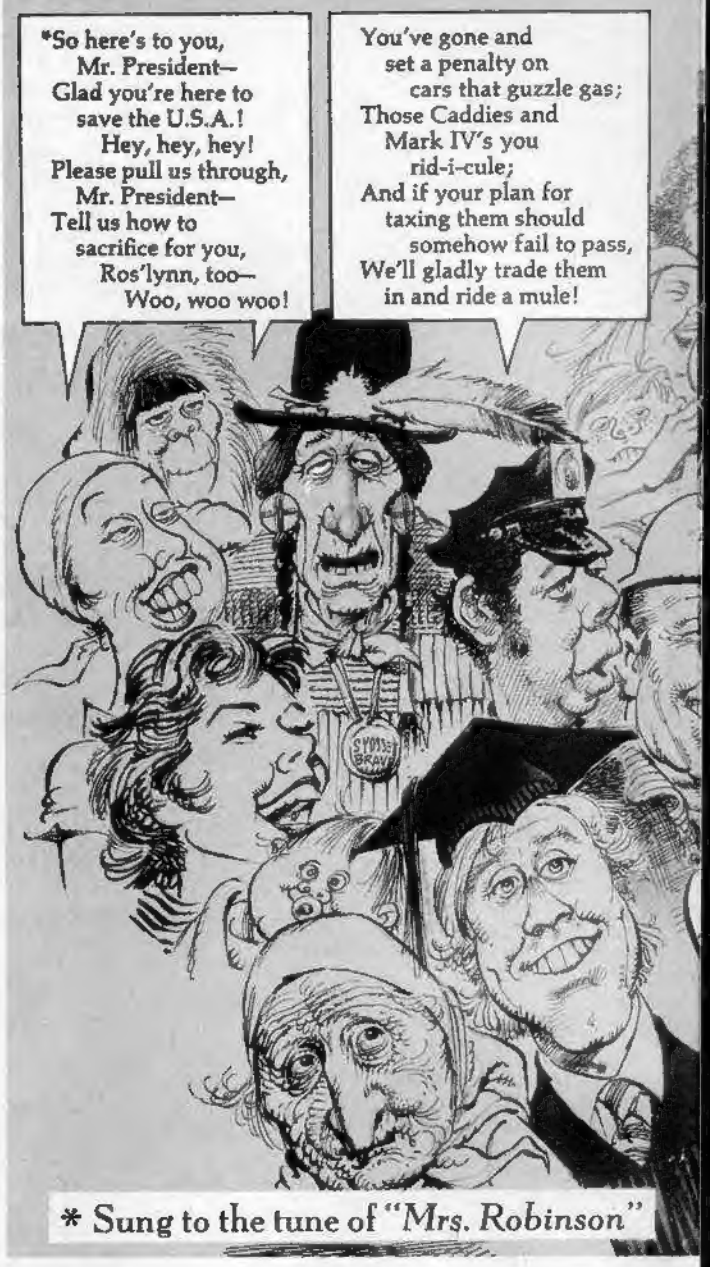
We cannot be responsible for cash lost or stolen in the Mails. Check or Money Order preferred!

BIG TIME OPERETTA DEPT.

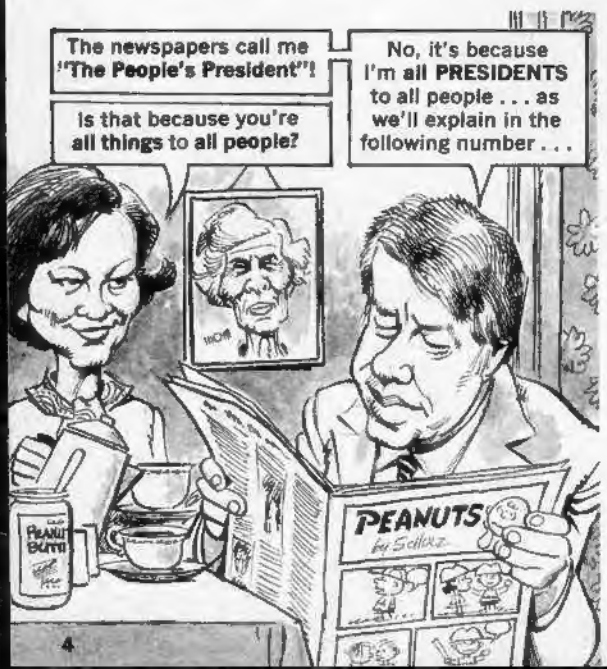
A while back, when Richard Nixon was President, we ran a Musical called "The White House Follies of 1972." Shortly thereafter, Spiro Agnew was dumped, 'Watergate' became a household word, and Mr. Nixon resigned. Small wonder that we've been swamped with letters from Washington begging us not to do a Musical about Jimmy Carter. But MAD prides itself on being non-partisan. So here's

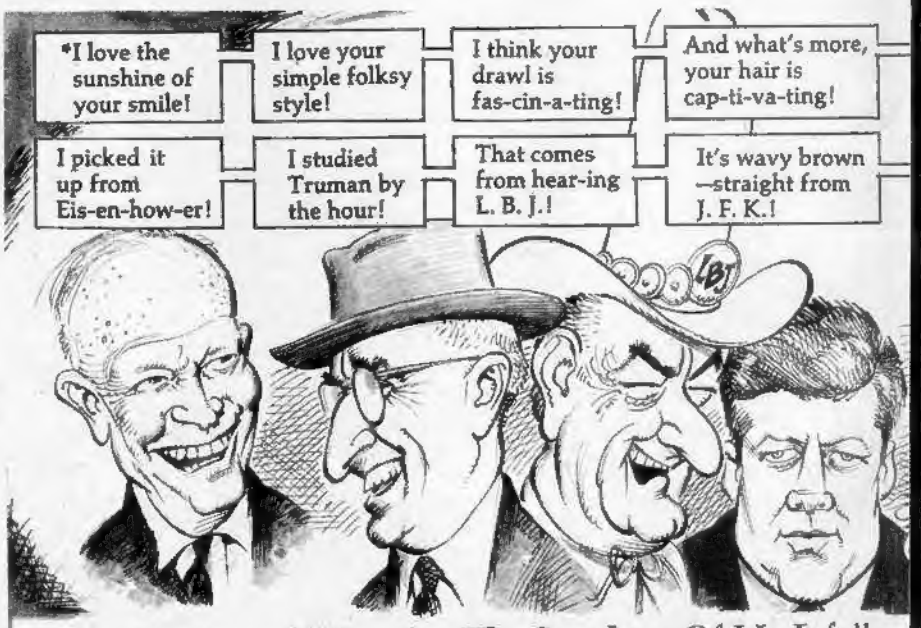
THE WHITE HOUSE FOLLIES OF 1977

ARTIST: MORT DRUCKER WRITER: FRANK JACOBS



* Sung to the tune of "*Mrs. Robinson*"





* Sung to tune of "*You Are The Sunshine Of My Life*"

So take the lead,
Mr. President—
Turn those White House
thermostats down low!
Wo, wo, wo!
And you'll succeed,
Mr. President—
We'll wear thermal
underwear for you,
Amy, too—
Woo, woo, woo!

We use less
e-lec-tric-i-ty
throughout the
fifty states;
We're glad that we can
follow your advice;
Of course when you
consider what we pay
each month in rates,
It really doesn't
seem a sacrifice!

So use your wits,
Mr. President—
Warn us food sup-plies
are runnin' low!
Wo, wo, wo!
We'll all eat grits,
Mr. President—
Black-eyed peas and
chitlins just for you,
Billy, too!
Woo, woo, woo!

I love the way you tilt your chin!

From F.D.R. I learned the score, dear!

I love your teeth each time you grin!

They were in-spired by El-ea-nor, dear!

I think you have a no-ble bear-ing!

That's my touch of Lincoln coming through!

And what's more you're manly, brave and dar-ing!

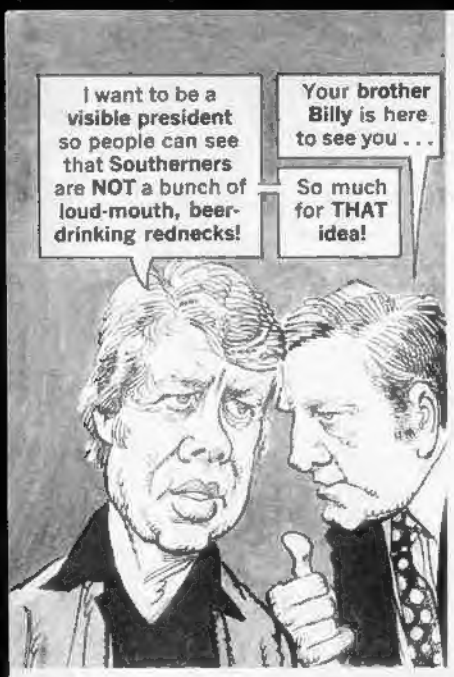
That's Tip-pe-canoe . . . and maybe Tyler, too!

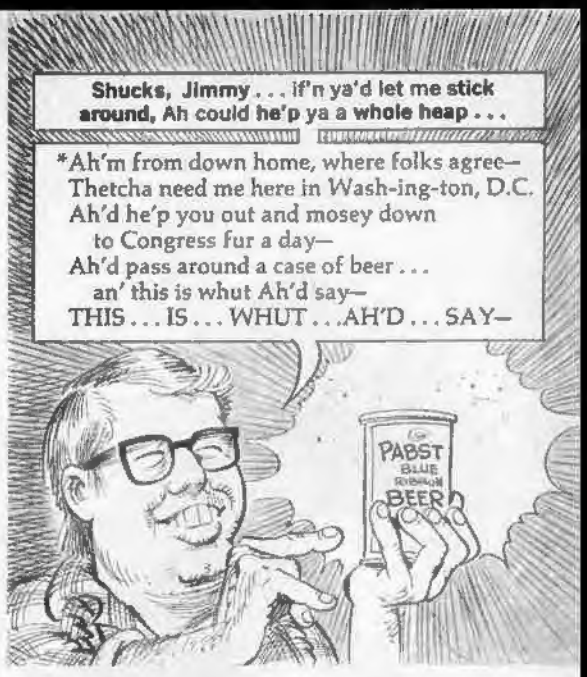
I love these traits that you've ac-quired!

I've merely learned from his-tor-ee-ee!

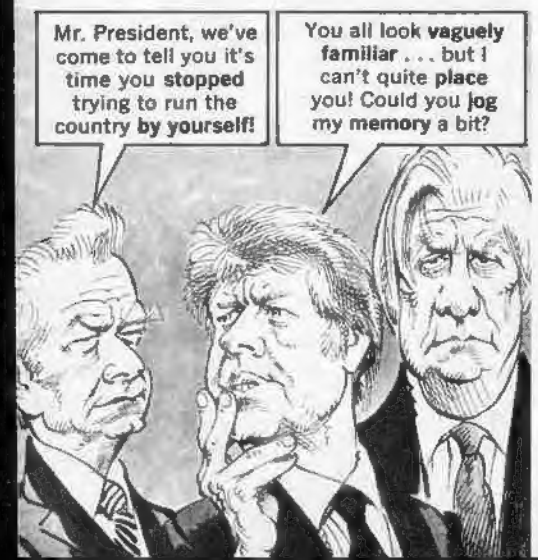
I love the leaders you've ad-mired!

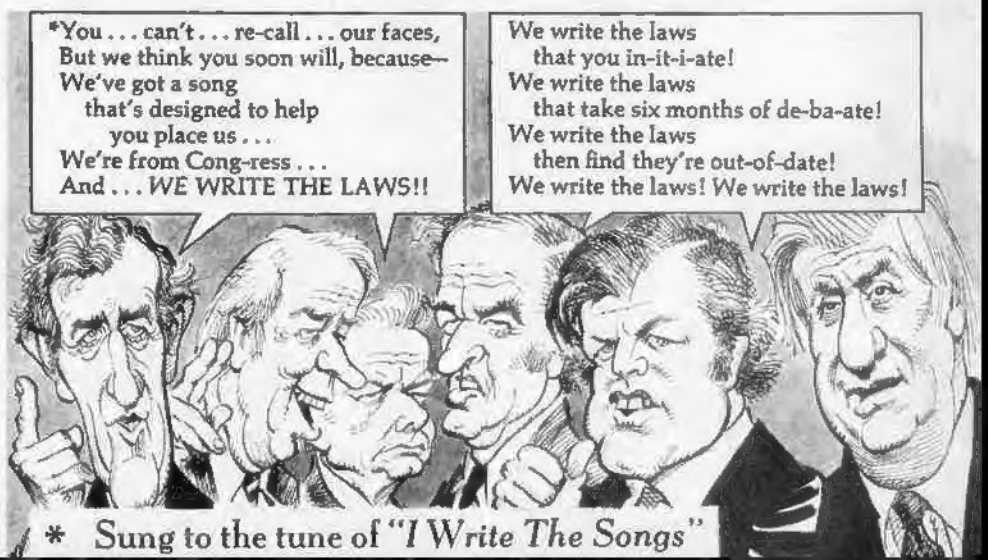
I wish I knew which one was ME—EE!





* Sung to the tune of *"Tie A Yellow Ribbon 'Round The Ol' Oak Tree"*





* Sung to the tune of *"I Write The Songs"*

We write the laws
that raise our sal-a-ries
We write the laws
that give us trips o-ver-se-ees!
We write the laws
most any way we please!
We write the laws! We write the laws!

We write the laws
that you're disturbed a-bout
We write the laws
that make you throw fits and sho-ut!
We write the laws
the courts will soon throw out!
We write the laws! We write the laws!

We're from Congress . . . and WE WRITE THE LAWS!!

You fellas have it **wrong!**
I'm the **People's President**
. . . and I **DO** take advice!
But I take it **MY WAY** . . .

*Each day . . .
It's up to me—
I'm on my own—
There's no committee!
Right now . . .
I've got to see . . .
A-bout a loan
To New York City!

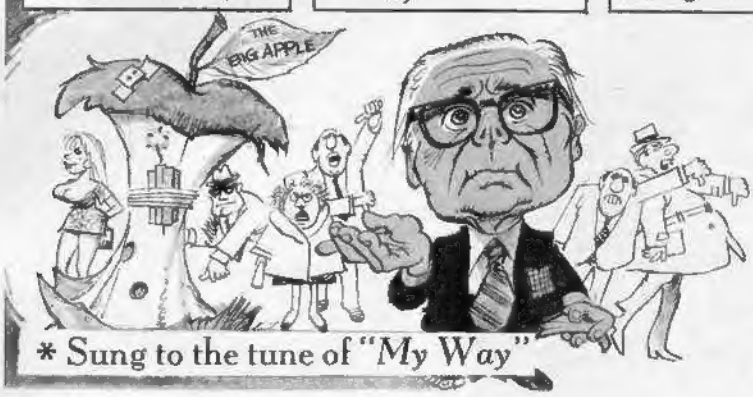
I stand . . .
Out in the street . . .
To hear what folks
Who wander by say!
And if . . .
They shout "No loan!"
Then that's what
I say!

To-day . . .
I've got to find . . .
If now's the time
For new tax-a-tion!
I must . . .
Make up my mind . . .
And state if I'm
For leg-is-la-tion!

I go . . .
To Amy's school . . .
To learn what kids
Who scamper by say!
And if . . .
They yell, "More tax!"
Then that's what
I say!

Tonight at nine—
I'm on TV . . .
To take a stand
On En-er-gy!
And I'll seek out
The cam'ra man,
And pick his brains
A-bout a plan!

Every word that he
Confides in me
WILL BE WHAT
I SAY!!!



* Sung to the tune of "*My Way*"

You've heard . . .
In Pan-a-ma . . .
That Uncle Sam
Is no one's pal there
You ask . . .
"Should we withdraw . . .
Or should we keep
Our big canal there?"

I walk . . .
Along the Mall . . .
To hear what folks
Who pass me by say!
And if . . .
They say "Pull Out!"
Then that's what
I say!

In just a short while,
The choice I've got—
To cap my teeth . . .
Or maybe not!
And should I find . . .
I'm full of doubt,
I'll ring up God
And check Him out!

The word that He
Sends down to me
WILL BE WHAT
I SAY!!!

Have you seen **Amy?**
I've looked **everywhere** for her . . .
in the **Robert E. Lee Room** . . . the **Stonewall Jackson Room** . . . the **Rhett Butler Room** . . .

She's in her **tree house** . . . playing with her **favorite companions!**

Her little friends from school . . . ?

No, her **BIG friends** from the **Secret Service!**

*Ev-ry . . . time
Amy climbs a tree,
On . . . some . . . branch
We . . . will . . . be—
Night . . . and . . . day,
We're paid to stay
Close to her!

When . . . she . . . goes
For a skateboard ride,
So . . . do . . . we
Pet-ri-fied!
Black . . . and . . . blue,
We car-ry through
Close to her!

On the days she goes to school,
you'll find us in the class-room
boning up on math and
social studies, too!
And we share a desk together,
'cause we're told that we must
stick to her like glu-e!

See . . . her . . . hand
Raised up in the air—
Soon . . . she'll . . . go
You . . . know . . . where!
So . . . will . . . we,
'Cause we must be
Close to her!

* Sung to the tune of "*Close To You*"

Remember, dear, we're having the **Ambassador** from **France** to dinner tonight! It's **formal**, so **dress accordingly** . . .

I'll wear my **BLACK Cardigan!**

I'm serving an **American wine!** You think he'll be **offended?**

Just make sure it's **RED! White wine is never served with grits!**

Good Lord! What on earth was **that?**

It's probably **Jerry Ford** . . . falling up the stairs! He **misses** the place, so I invited him over . . .

CRASH
THUD
KLINK

It's **great**, sitting behind this **desk** again . . . **reminiscing** . . .

I guess a President **never forgets** his days of **awesome responsibility** and **vital policy-making decisions!**

OTHER Presidents, maybe! **My memories are more PERSONAL!**

*Mem'ries . . .
Of me falling
out of bed—
Scars and
bruises that
remind me
Of the days
spent here!

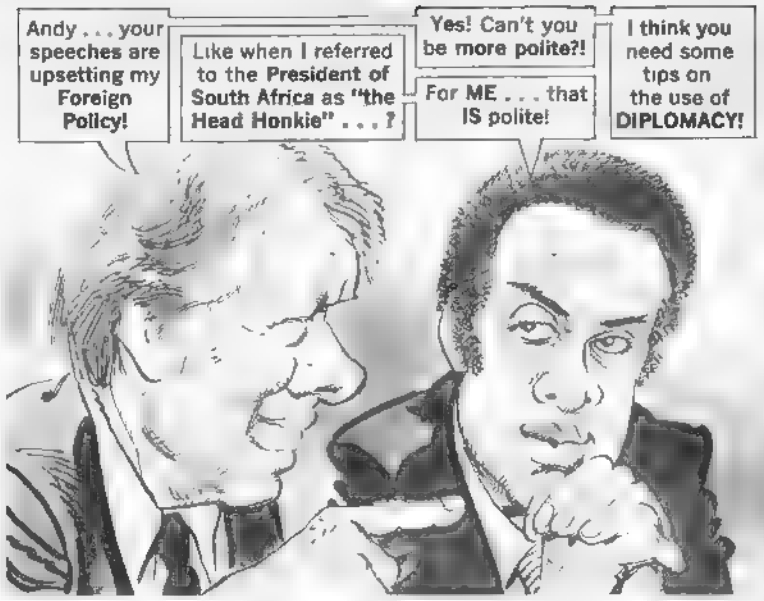
Shattered
pictures . . .
Bearing imprints
of my head—
Backing into
things behind me
In the days
spent here!

Slip-ping on the carpet
in the hall again—
Or the time I didn't
see the door—
Walk-ing through a room
in-to a wall again—
With my stumb-ling . . .
fumb-ling . . .

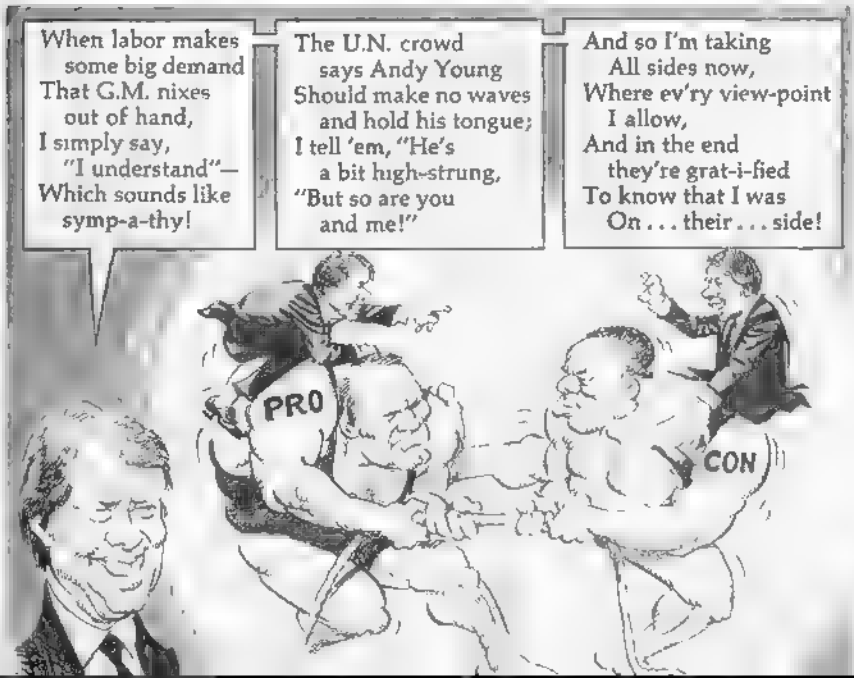
Mem'ries . . .
Yes, I surely
have my share—
Sitting down that
night at din-ner
To find I'd
missed the
chair . . .

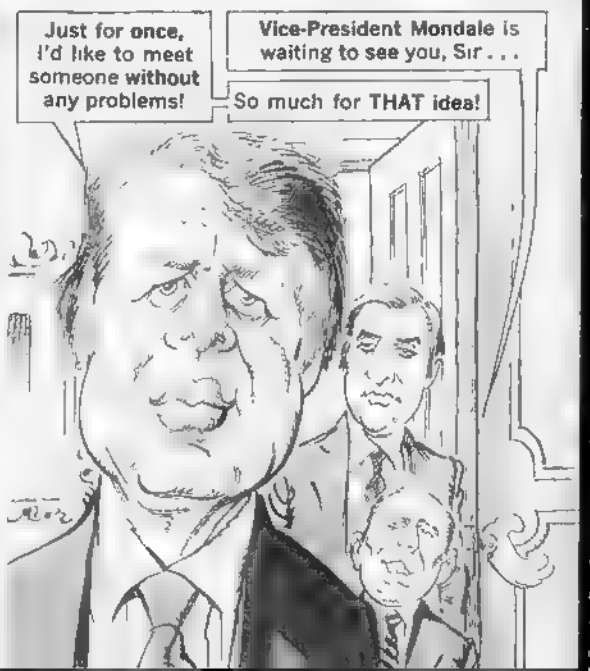
Yes, it's the
fal-ling . . .
On both knees
sprawl-ling . . .
Whenever I'm
re-cal-ling . . .
The days spent here!
The days spent here!

* Sung to the tune of "*The Way We Were*"



* Sung to the tune of "*Both Sides Now*"





Walter . . . I'm sending you on a fact-finding trip deep into a Brazilian jungle!!

It's an important jungle!! What's wrong?? Don't you LIKE being the Vice-President?

Not another nothing mission! Sir . . . during the campaign you promised I'd have really IMPORTANT duties to perform!

Well . . . it's like this . . .

*It's . . . being sent on missions as a token emissary
to some country where the people worship ants;
And it's making conversation with a tribe of smelly Pigmies
who present you with the daughter of their Chief;
And it's flying to Afghanistan to pledge more U.S. aid and
getting sick from pan-fried yak on which you've dined;
And I'm hanging like a yo-yo, wond'ring how I ever wound up
in the least important job man can find!

* Sung to the tune of "*Gentle On My Mind*"

It's . . . going to the White House and discovering your "meeting"
is with Amy, playing "Go Fish!" in her room;
And it's being stopped and frisked by all those Secret Service
Agents 'cause they're not exactly sure just who you are;
And it's waiting for a question when you're meeting with reporters
and discovering there's none that comes to mind;
And I scratch my head and wonder why I ever left the Senate
for the least important job a man can find!

Jimmy, dear . . . JFK had "The New Frontier"! LBJ had "The Great Society"! What do you call YOUR Presidency?

"The Great Spring-Board"!!

To peace, prosperity and world leadership?

No . . . to a second term in 1980! I'll explain what I mean in this rousing final number!

*Mine eyes have seen the problems
that have made our land a mess,
And I know just how to solve them,
but for now, I'll let you guess;
You can wait until I make my next
In-aug-ur-al Ad-dress . . .
And start my sec-ond term!

Glory, glory
jubilation!
That's the way to
lead a nation!
Fill them with
an-tic-i-pa-tion
And win a second term!

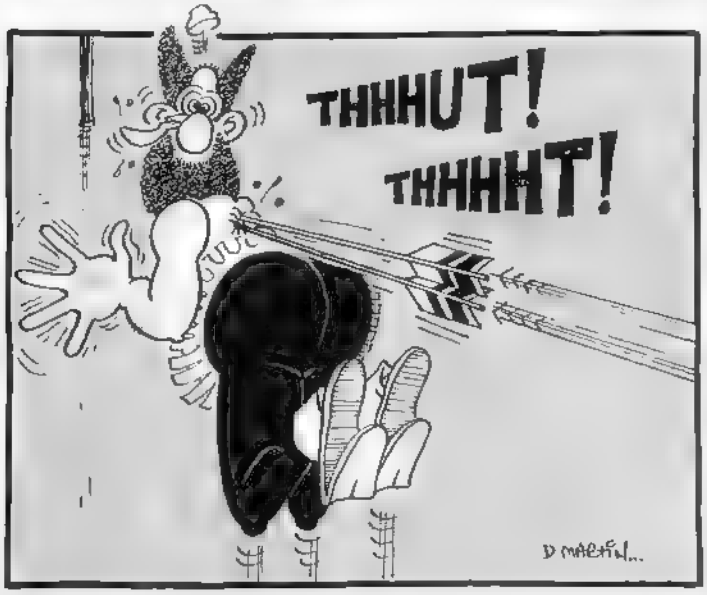
I've a plan for Full Employment
and another for Defense,
Plus a bill for Better Housing
and for Sta-bil-i-zing Rents
But I like it in the White House
so I'll keep you in suspense
Un-til my sec-ond term!

Glory, glory
what per-fec-tion!
That's the way to
re-el-ec-tion!
Don't reveal your
real di-rec-tion
Un-til your second term!

* Sung to the tune of "*The Battle Hymn Of The Republic*"

DON MARTIN DEPT. PART I

ONE MORNING IN AN OLD ENGLISH FOREST



HIRE FLYER DEPT.

A few years out of school, most of us are amazed to discover that the biggest clods among our former classmates have somehow latched onto the best jobs. It's just that many under-achievers concentrate on learning the only thing they'll ever need to know, namely how to write the hyped up Job Application Letters that will make them seem qualified for cushy, high paying careers. MAD feels that its readers have the potential to be just as boastful

MAD'S "Do-It-Yoursel

FILL BLANK #1 FROM THIS GROUP

A. it's obvious from the junk you make that you need my advice.
B. your top competitor said I was good enough to work for you.
C. I'm interested in thermal duct deployment, whatever that is.
D. I hear your building is air conditioned, and I sweat a lot.

FILL BLANK #2 FROM THIS GROUP

A. shuffling papers for eight hours a day to look busy
B. filling an executive position as well as the next idiot
C. going potty by myself
D. thermal duct deployment, whatever that is

FILL BLANK #3 FROM THIS GROUP

A. the last Venezuelan ambassador to Latvia.
B. a thermal duct deployer, whatever that is.
C. Chairman of the Board of Packard Motors.
D. presidential campaign advisor to Sergeant Shriver.

FILL BLANK #4 FROM THIS GROUP

A. Oxford, just before the Fire of 1969 destroyed my records
B. the C.I.A. Academy under a secret code name
C. many Ivy League institutions, including Dubuque Jr. High
D. the Zsa Zsa Gabor School of Diesel Mechanics

Dear Sirs:

I am most anxious to present my job qualifications to your firm because _____(1)_____. I feel confident that I have been thoroughly trained in _____(2)_____ and have spent the past year gaining added experience by working as _____(3)_____.

I received my higher education at _____(4)_____, where I won _____(5)_____. Following my graduation in _____(6)_____, I went on to do _____(7)_____.

Upon entering the field of business, my positions have become increasingly _____(8)_____. Forever seeking _____(9)_____, I was ultimately honored to receive _____(10)_____. As a result, I am currently looked upon by my associates as _____(11)_____. With this background, I naturally feel _____(12)_____.

My starting salary requirement is _____(13)_____. I sincerely believe that I am well worth this amount because _____(14)_____. Therefore, I look forward to _____(15)_____.

Very truly yours,

FILL BLANK #5 FROM THIS GROUP

A. a Ph.D. in whatever your company requires.
B. top honors in Neo-Hegelian philosophy and baton twirling.
C. a bundle playing "Go Fish" at a nickel a point.
D. 66 and lost 13 for an enviable percentage of .835.

FILL BLANK #6 FROM THIS GROUP

A. the upper four-fifths of my class
B. one of the very, very hardest things they taught there
C. front of a cheering throng of admirers
D. a dark blue polyester suit I knitted myself

and dishonest in their job seeking correspondence. So we are rushing to your aid with a pre-packaged kit that'll enable you to compose your own impressive, sure fire Application Letter. It's easy to do. Merely give our all-purpose form a personal touch by filling each numbered blank with the attention-getting phrase of your choice. Then sit back and wait for lucrative offers to roll in as dazzled employers rush to respond to your version of

f" JOB APPLICATION LETTER

WRITER: TOM KOCH

FILL BLANK #7 FROM THIS GROUP

A. advance research on social habits of Las Vegas chorus girls.
B. my impressions of Humphrey Bogart and Walter Mondale.
C. several things which I can only describe to you in person.
D. a dye job on my hair that has done worlds for my popularity.

FILL BLANK #8 FROM THIS GROUP

A. difficult to explain to a layman like yourself.
B. involved with "creative input", and other meaningless terms
C. hard to master, expecially since I broke my pencil.
D. geared to the natural talents of a water buffalo.

FILL BLANK #9 FROM THIS GROUP

A. to better myself, regardless of who I had to step on
B. a position of trust that would allow me to handle the cash
C. a transfer to our branch office in Miami Beach
D. permission to use the employee washroom

FILL BLANK #10 FROM THIS GROUP

A. a bottle of Listerine from the girls in the typing pool.
B. $35 from a Korean spy who knew I couldn't be bought cheap.
C. several phone calls from people I didn't even know.
D. a Scotch Tape dispenser of my very own.

FILL BLANK #11 FROM THIS GROUP

A. a truly gifted brown nose apple polisher
B. a constant threat to their job security.
C. a person they'd love to catch in the parking lot after dark.
D. the adult who most reminds them of Amy Carter.

FILL BLANK #12 FROM THIS GROUP

A. as qualified as the clods you have working for you now.
B. less ashamed than I once did about sleeping with a Teddy Bear.
C. that I'm a credit to everything I stand for.
D. like someone who literally could tower over Nancy Walker.

FILL BLANK #13 FROM THIS GROUP

A. less than you'd expect to pay each week for a microwave oven.
B. rather high because I'd like to afford a fling at bigamy.
C. naturally more than your cheapskate competitors are paying.
D. just enough to keep the loan sharks from breaking my kneecaps.

FILL BLANK #14 FROM THIS GROUP

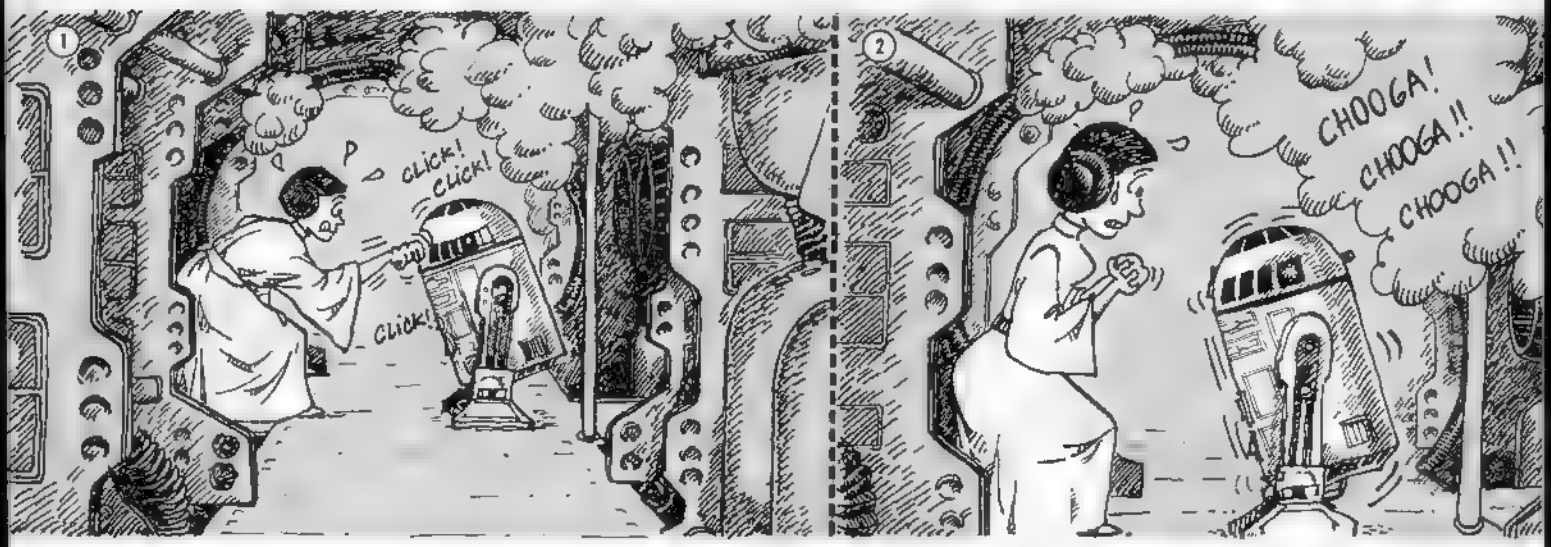
A. I am holding your mother hostage.
B. it's only a fraction of what you'd have to pay Robert Redford.
C. I have some choice pictures of you taken at a downtown motel.
D. it'll be on your conscience if I get my kneecaps broken.

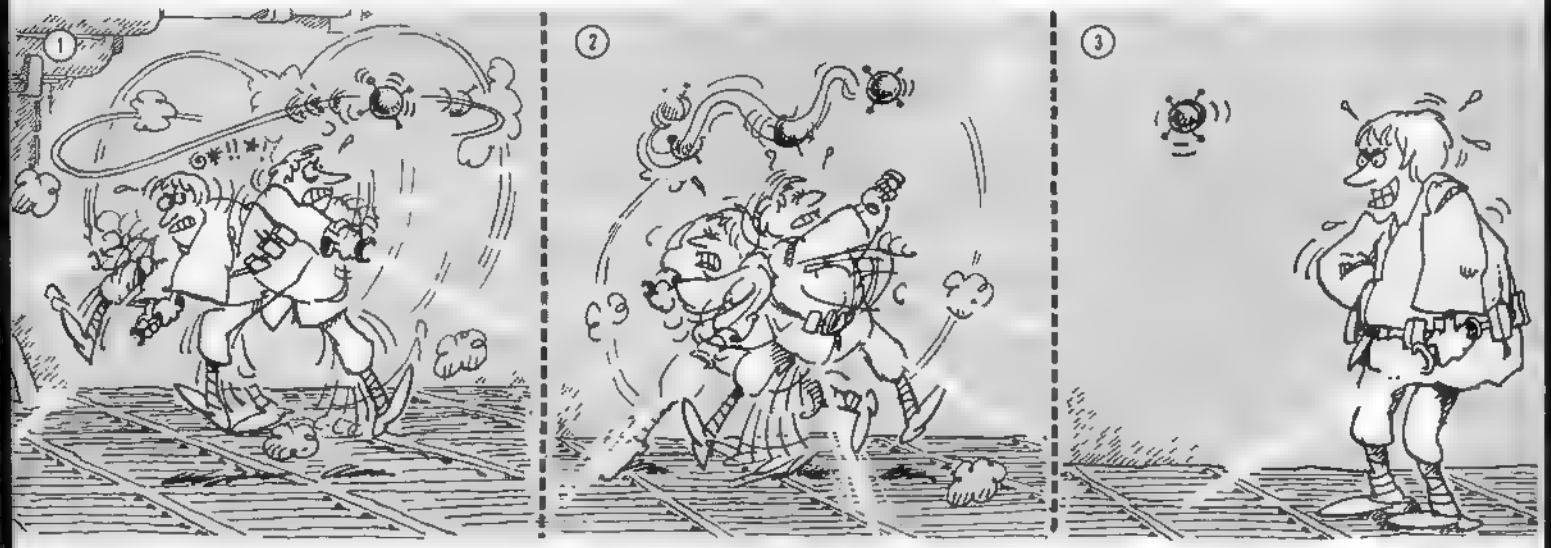
FILL BLANK #15 FROM THIS GROUP

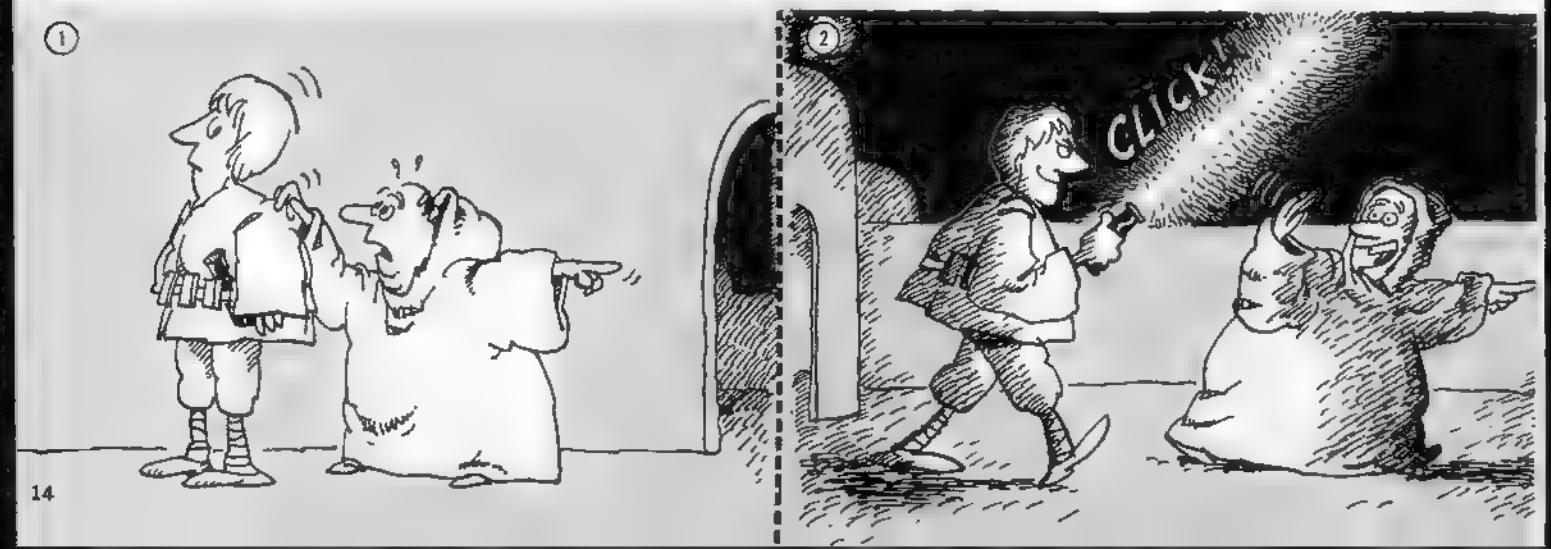
A. being invited to your mansion to close the deal over drinks.
B. landing this job so I can stop sharing an apartment with your daughter.
C. next July 16, when I'll begin my first vacation at your expense.
D. getting your company back on its feet while there's still time.

SERGIO ARAGONES DEPT.

A MAD LOOK AT

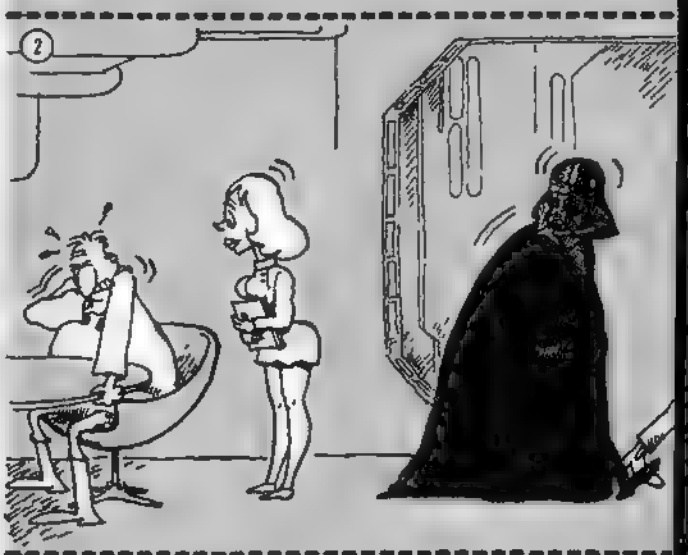


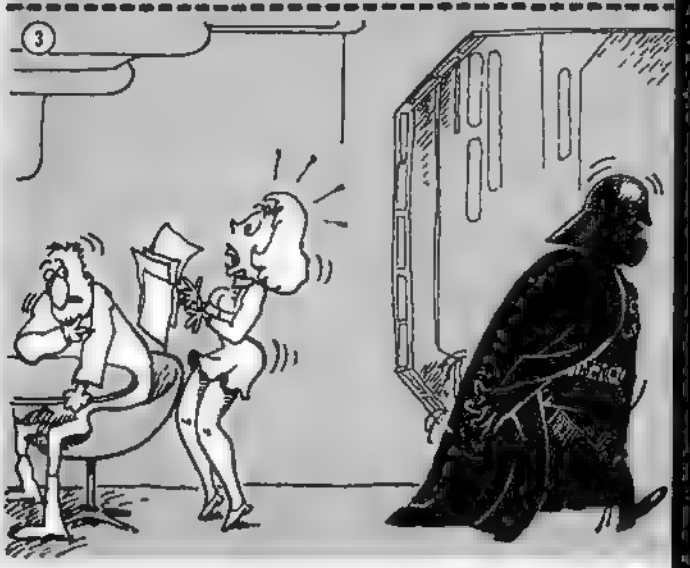


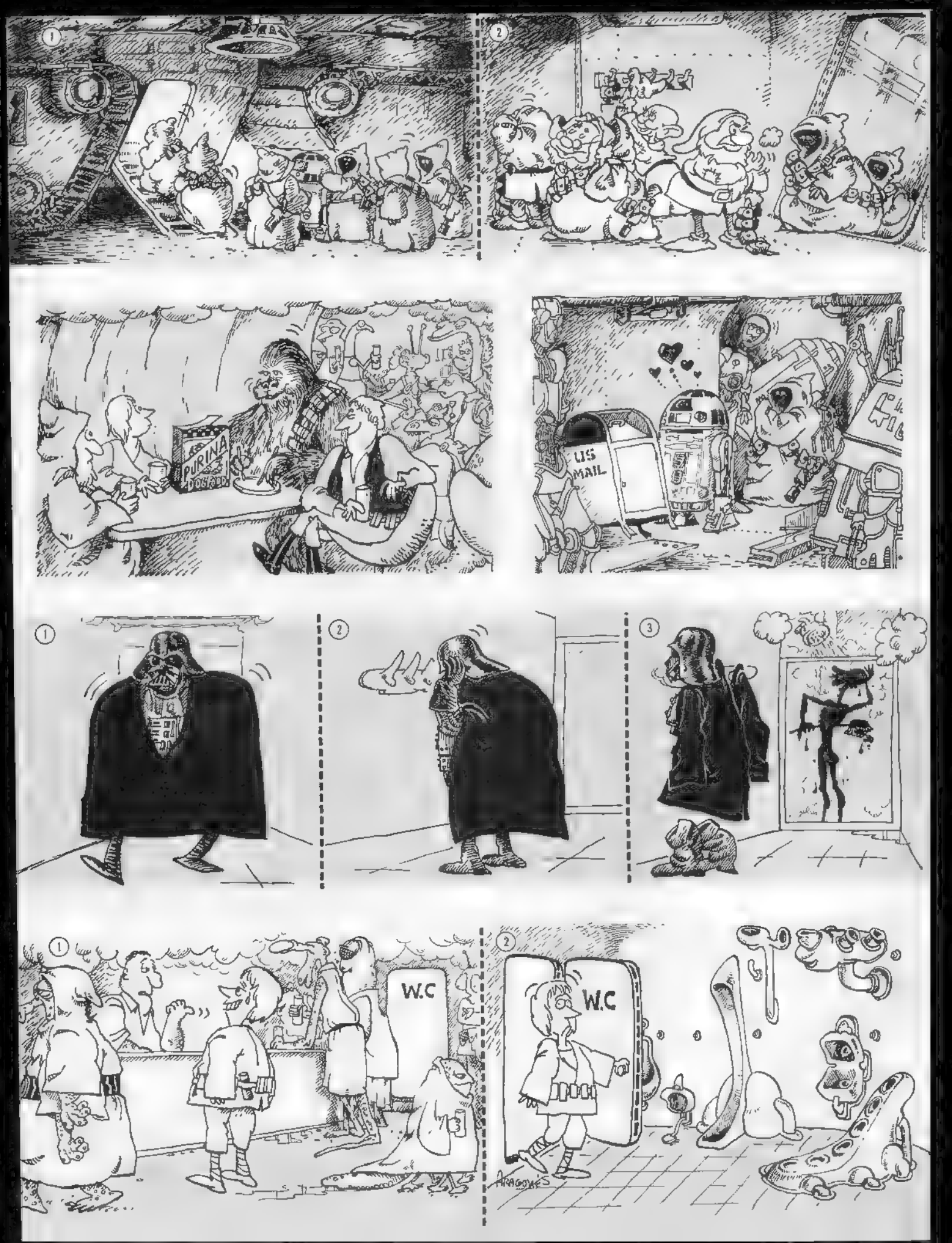


"STAR WARS"

ARTIST & WRITER: SERGIO ARAGONES






1
2
PURINA
DOG FOOD
US MAIL
1
2
3
1
W.C
2
W.C
ARAGONÉS

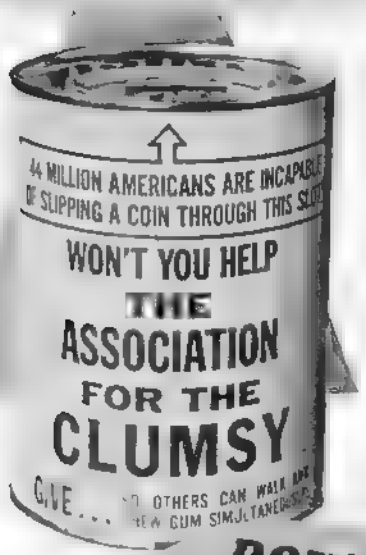
We are all familiar with the collection drives of the major medical research foundations like "The American Cancer Society" and "Your Heart Fund" and the "Muscular Dystrophy Association", but there are many lesser-known foundations engaged in important research. And so, as a public service, MAD now presents

SOME MINOR MEDICAL RESEARCH FOUNDATIONS' COLLECTION DRIVES

ARTIST: BOB CLARKE WRITER: DENNIS SNEE

EX-PRESIDENT FORD SAYS:

"THERE IS NO CURE FOR CLUMSINESS"



DON'T FALL DOWN SUPPORT THE ASSOCIATION FOR THE CLUMSY

KLUTZES ARE PEOPLE TOO!

ANNOUNCING THE

ASS

THE AMERICAN STUPIDITY SOCIETY

ANNUAL FIND DRIVE

OUR STUPIDITY SOCIETY POSTER BOY
—THIRTY-FOURTH CONSECUTIVE YEAR—

PLEASE GIVE!

—FOR THREE DAYS ONLY—
FEB. 28th THROUGH FEB. 30th

AND WATCH THE ASS TELETHON!

THIS YEAR WE HOPE TO GIVE AWAY
$1,000,000!

NOBODY EVER WINS WITH
STUPIDITY
—because most stupid people are too dumb to cheat!

KURPMAN CENTER FOR THE DULL

Dear Friend:

Each year, millions of people in this country learn a dreaded truth! They're BORING!

Sadly, most of us react with a yawn.

The KURPMAN CENTER FOR THE DULL needs your support. We must find a cure for this tragic and debilitating condition.

Enclosed, you will find a list of "The Ten Early Warning Signs Of Dullness." Keep this list in your home, and help us fight this unexplained ailment with your generous gifts.

Remember . . . tomorrow, someone you love may start boring you to tears.

Blandly yours,

Arthur Ennui

Arthur Ennui, President
Kurpman Center For The Dull

LET'S STOP THE BORING FROM STARTING US SNORING!

DULLNESS'S TEN EARLY WARNING SIGNS

- Do people sometimes hang their hats on your hand when you're pointing in the direction of a ten-alarm fire?
- Does your psychiatrist doze off during your sessions?
- Does your wife tell you she "already has plans for New Year's Eve"?
- Has a civil authority ever cited you for inciting a crowd to yawn?
- Do girls agree to have dinner with you providing they can bring along a date?
- Do policemen warn your wife she shouldn't be out alone at night when you and she are out for an evening walk?
- Have you ever been accepted to Medical School . . . as a cadaver?
- Have you ever proposed marriage to someone only to have her look at you and ask, "Are you talking to me?"
- When you talk to your plants, do they wilt?
- Is your idea of an exciting evening to make a batch of popcorn, then guess the number of un-popped kernels?

LAZINESS IS HEREDITARY

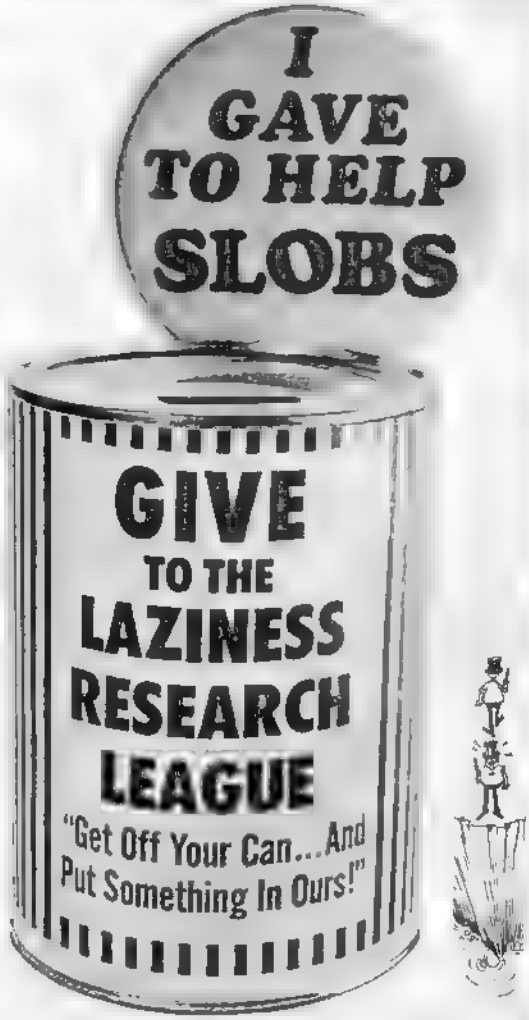
DOES IT *WALK* IN YOUR FAMILY? PLEASE HELP. . .

THE LAZINESS RESEARCH LEAGUE

Remember, one out of every four people in Ohio and Illinois is lazy!

(We have no statistics for the other 48 states because our Survey-Taker turned out to be one of the 4!)

WE'RE WORKING . . . SO OTHERS WILL TOO!



SENSE OF HUMOR DONORS SOUGHT

CHESTER T. RISIBLE

(*UP*) Nov. 3—Chester T. Risible, Chairman and Founder of the "Harvard Association For Humorless Americans (HAHA)" claimed today that a new technique has been perfected for removing the sense of humor from a deceased person and transplanting it into a person who *lacks* a sense of humor.

"This will mean new hope for the thirty-five million Americans who were born with no sense of humor," he stated.

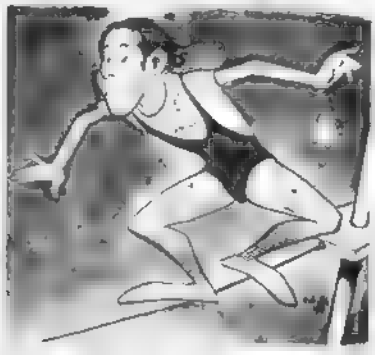
"I only hope that enough people with keen senses of humor will learn of our wonderful work," Risible added. "By carrying a Donor Card, a volunteer's sense of humor can be transferred at the time of his death to a person who has been forced to struggle through life without one."

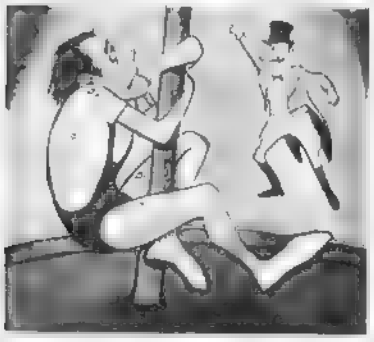
Risible stressed that to secure a Donor Card, no physical examination is required. All that is necessary is a statement signed by two people verifying that the donor-to-be *does* have a sense of humor.

"There's so much to laugh at in this world," concluded Risible, "someone with no sense of humor is really a *disadvantaged* person!"

HAHA's address is: Harvard Association For Humorless Americans, Box 9, Tucson, Arizona.

YOU CAN HELP THIS MAN GET BACK ON TOP...OR YOU CAN TURN THE PAGE





THE TRAGIC STORY OF BLINKO ZAMBINI

Two years ago, Blinko Zambini was one of the country's leading high wire artists (as shown in the photo top left).

Then suddenly, in an instant, his career was over (as shown in the photo bottom left).

Why . . . ?

ACROPHOBIA!

THE ACROPHOBIA CRUSADE wants to end this tragic sickness and help former flag pole sitters, window cleaners and astronauts get back to work . . . soon! Will Blinko Zambini make it back up, up that pole? YES . . . IF YOU'LL HELP!

ACROPHOBIA...IT'S UP, UP TO ALL OF US!

THE NATIONAL COUNCIL ON GREED
BOX 1000 DETROIT, MICH.

"HELP US TO WIPE OUT GREED IN YOUR LIFETIME!"

☐ Yes, I will contribute $_____ to help you find a cure for our nation's number 1 sickness, GREED!

☐ No, I'm keeping my money all for myself, even though it marks me as one of those who needs help!

NAME_____
ADDRESS_____
CITY_____
STATE_____ ZIP_____

PLEASE!
BE PART OF THE SOLUTION
...NOT PART OF THE PROBLEM!

HAVE YOU CONTRIBUTED? THE EAR WAX FOUNDATION IS WAITING TO HEAR!

I'M WIPING OUT UGLINESS I GAVE TO S.H.H.H.! (Society To Help Homely Humans)

CONTRIBUTE TO THE

Midwestern Executives March to Exterminate Malignant Egomania and Mindless Egomaniacs

ME ME ME ME

A CENTERFIELDER LOSING THE BALL IN THE SUN

A BALLOONIST RUNNING OUT OF HOT AIR

TELESCOPIC EYE-SORE DEPT.

WITH THE HELP OF A TELESCOPIC LEN

MAD CL

ARTIST: HARRY NORTH, ESQ.

A SAILOR BUNKING UNDER A PORTLY SHIPMATE

A MEDICAL STUDENT WITNESSING HIS FIRST LIVE OPERATION

A LITTLE GIRL SETTING THE ROPE-JUMPING RECORD FOR THE GUINNESS BOOK

A PIZZA CHEF IMMEDIATELY AFTER AN UNTIMELY SNEEZE

A SKINDIVER WEARING A LOOSE MASK

S, WE NOW BRING YOU A COLLECTION OF...

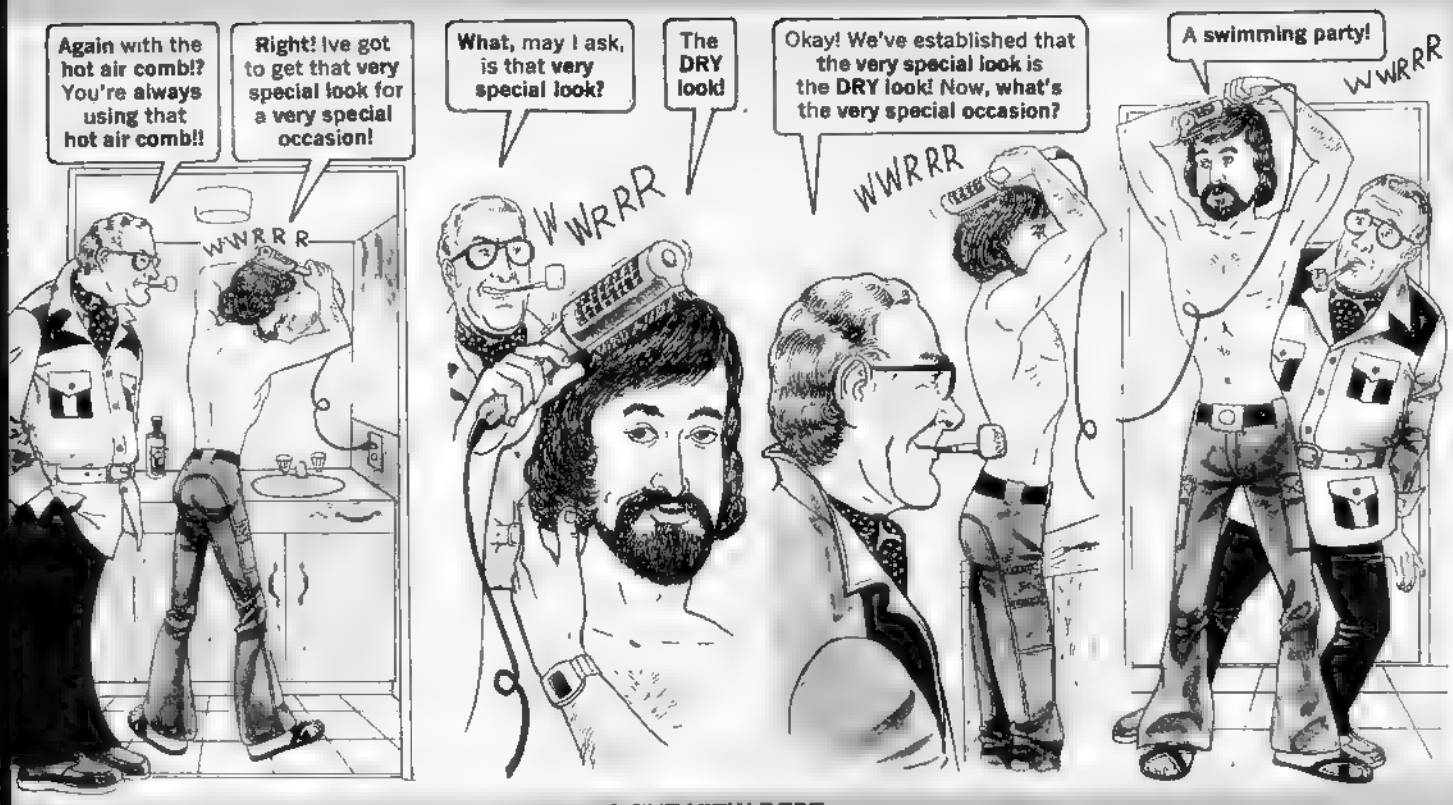
OSE-UPS

WRITER: PAUL PETER PORGES

A HOMEOWNER FIXING A BLOWN FUSE WITH A PENNY

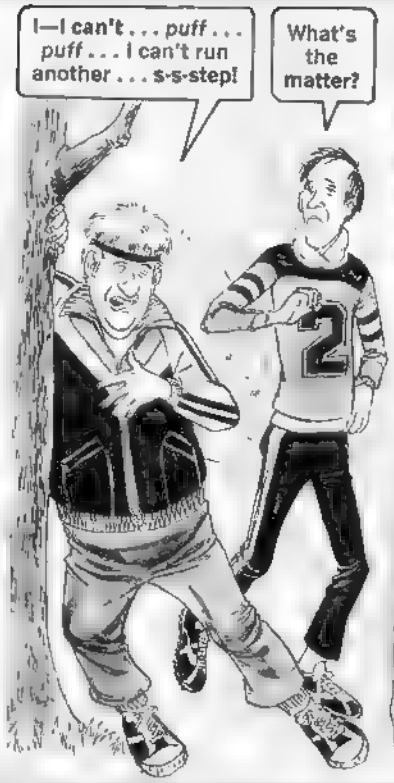
THE WINNER AND THE RUNNER-UP IN THE "KOJAK" LOOK-ALIKE CONTEST

A 145 POUND CIGAR SMOKER AFTER AN ARGUMENT WITH A 220 POUND NON-SMOKER



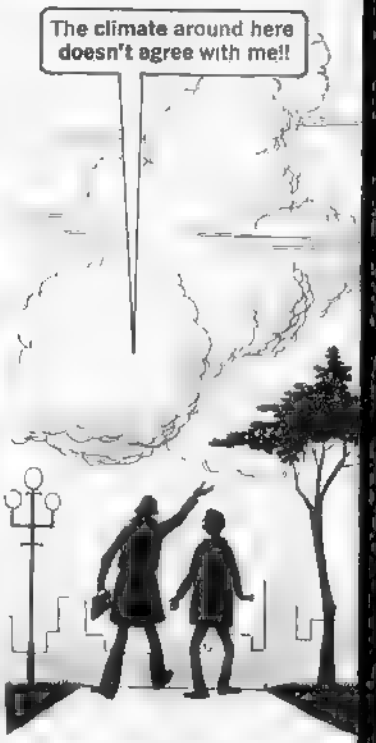
BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...



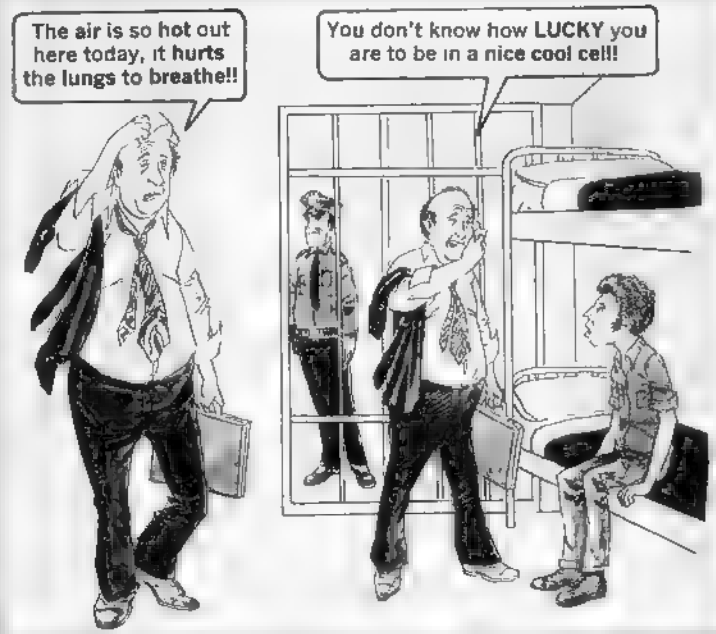
AIR AIR AIR

ARTIST & WRITER:
DAVE BERG

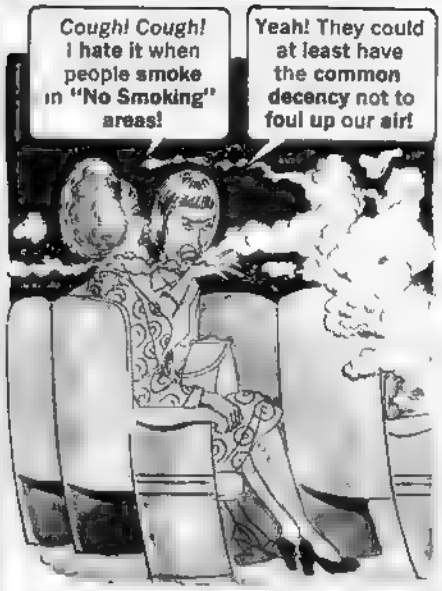


Here it is, the middle of the hay fever season, and for once I'm not sneezing my head off!
What makes you sneeze?
It's pollen floating around in the air! It gets into my eyes and nose and makes me feel absolutely miserable!
There's something about that in the paper! It says "The pollen count is 98 today"!
My God! It's that high?
AH CHOO!

Oh-Oh!! Where the heck are the paper towels?
Hey, Man! We're in the last quarter of the 20th Century! Paper towels are, like, yesterday!!
Today we have HOT AIR DRYERS! Just push the button here, and hold your wet hands under the blast!
That's great! I also washed my face!!


The air is so hot out here today, it hurts the lungs to breathe!!
You don't know how LUCKY you are to be in a nice cool cell!

RAT-TAT-TAT
That pneumatic drill is driving me out of my mind!
RAT-TAT-TAT
Do you have to make all that racket?!?
Yes, I do!
How else are we going to build this "Anti-Noise Pollution Research Center"?!

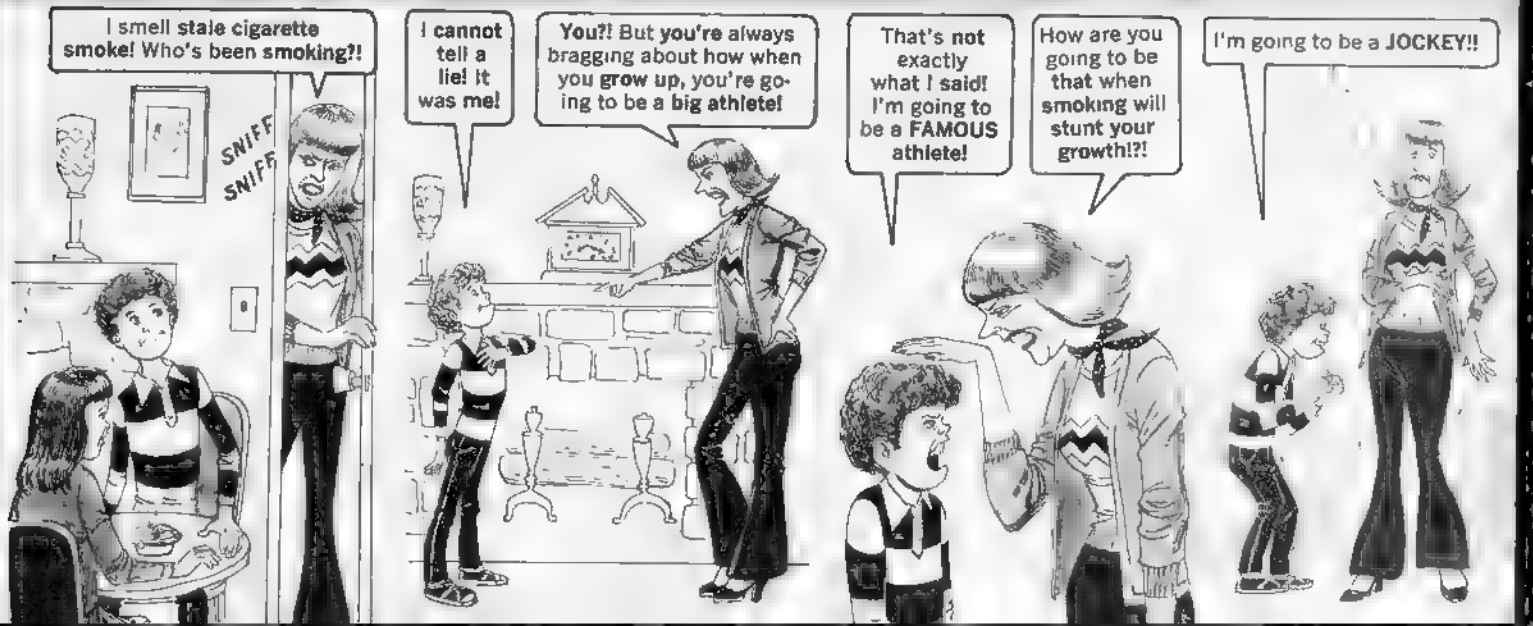

Cough! Cough! I hate it when people smoke in "No Smoking" areas!
Yeah! They could at least have the common decency not to foul up our air!

Get a load of what's billowing out all that pollution . . . !
I'll be darned! It's a youngster!

Listen, kid! Does your Mother know you smoke?!?

Listen, lady, Does your Husband know you speak to strange men?

Are you crazy, blowing your trumpet like that in the middle of the night?!? Do you know what time it is?!?
No! My watch stopped!
Oh-oh! Somebody's at the door . . . !
KNOCK KNOCK
Are you crazy, blowing your trumpet like that at 2:30 in the morning?!
307
Now I know what time it is!!


I smell stale cigarette smoke! Who's been smoking?!
SNIFF SNIFF
I cannot tell a lie! It was me!
You?! But you're always bragging about how when you grow up, you're going to be a big athlete!
That's not exactly what I said! I'm going to be a FAMOUS athlete!
How are you going to be that when smoking will stunt your growth!?!
I'm going to be a JOCKEY!!

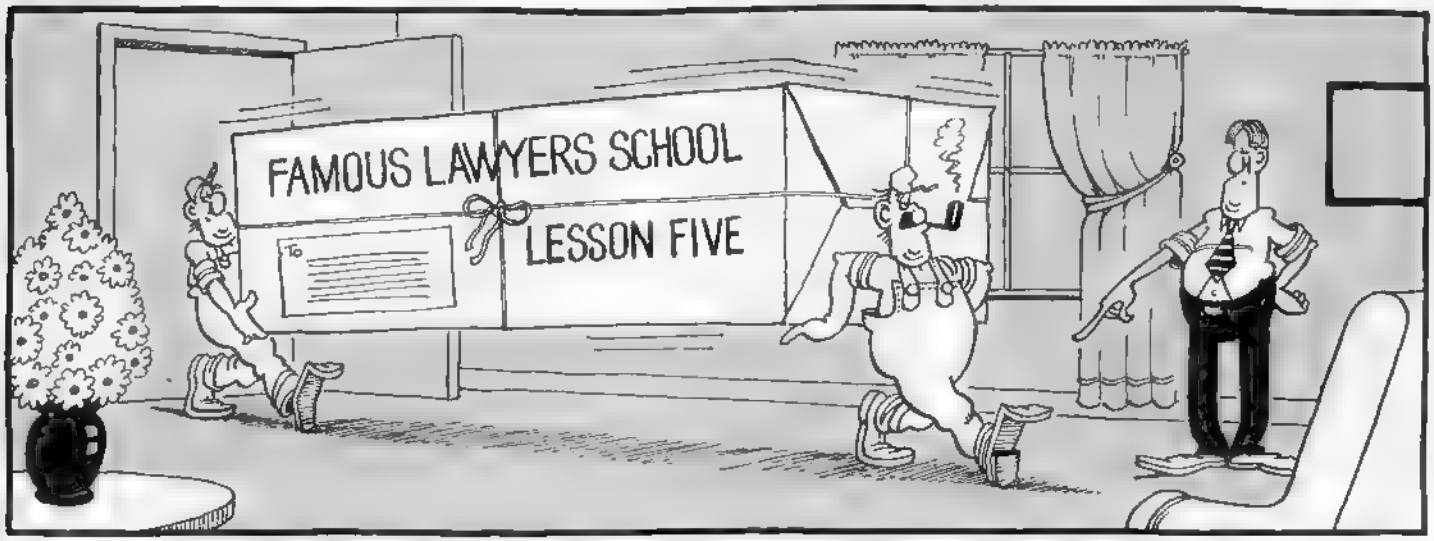
I've got to go to the coast, but I haven't any idea how I'm going to get there . . . !
Take an airplane!
Oh, no. I'm afraid of those things! I just can't believe that anything that heavy can actually stay up in the air!
So take a train!!
They're not safe, either!
What's not safe about a train?!?
An airplane could fall out of the sky and crash on it!

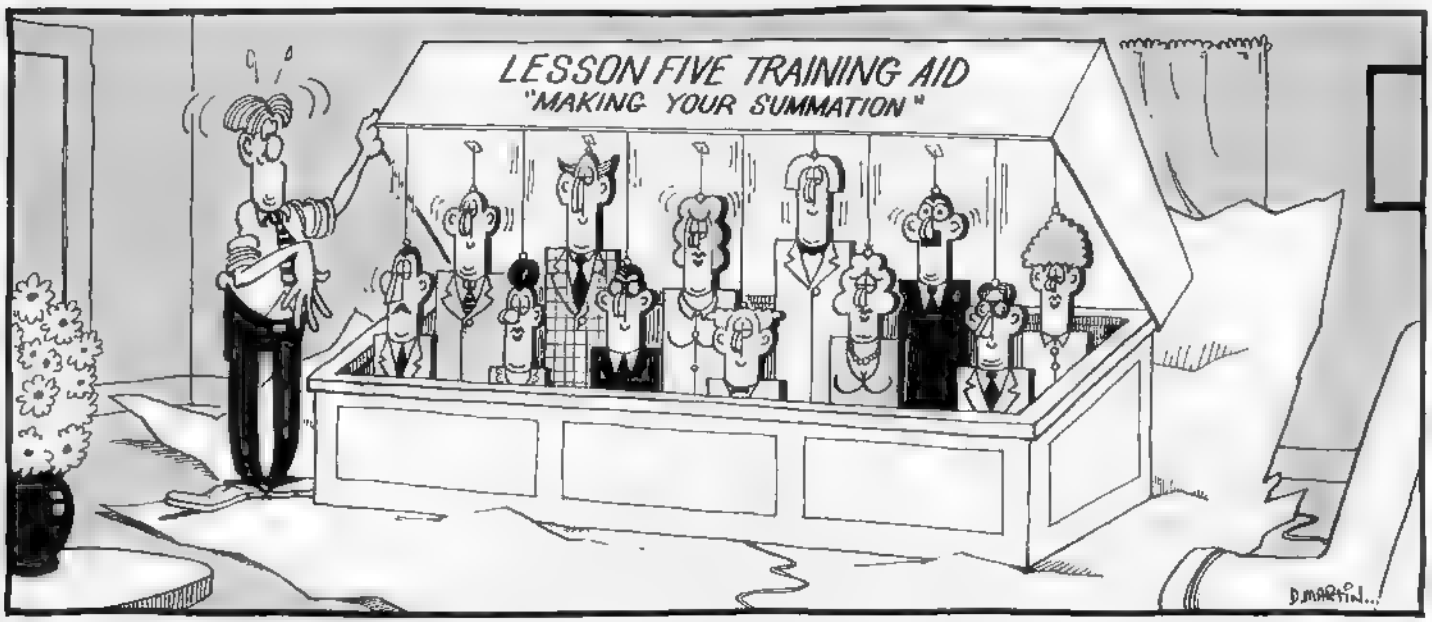
Your Father gave you an air rifle?! That's a terrible toy for a child!
'No, it's not! It's great for building up a young body!!
That's ridiculous! What does a B-B gun have to do with physical fitness?!?
I'll show you! First, I take careful aim at that tin can! Then I squeeze the trigger . . .
. . . and when I MISS and break a window . . .
PAM
SPLAT
I GOTTA RUN LIKE CRAZY!!

Doctor, my throat is sore, I have this constant cough, and my eyes are irritated!
Hmmm! Yes! I see what you need is plenty of fresh air!
STAY INDOORS!
David Berg

DON MARTIN DEPT. PART II

ONE AFTERNOON IN A NEW AMERICAN HOME





AID-DE-CHUMP DEPT.

Want to know what's wrong with America? It's that manufacturers and business establishments are very big on providing us with complete printed instructions for doing things that every idiot already knows how to do . . . but if the product or procedure is one that most of us approach with uncertainty, you can bet we'll be left in ignorance. Yes, we're constantly being told, in complex terms, how to heat a TV dinner or slap

INSTRUCTIONS FOR THINGS

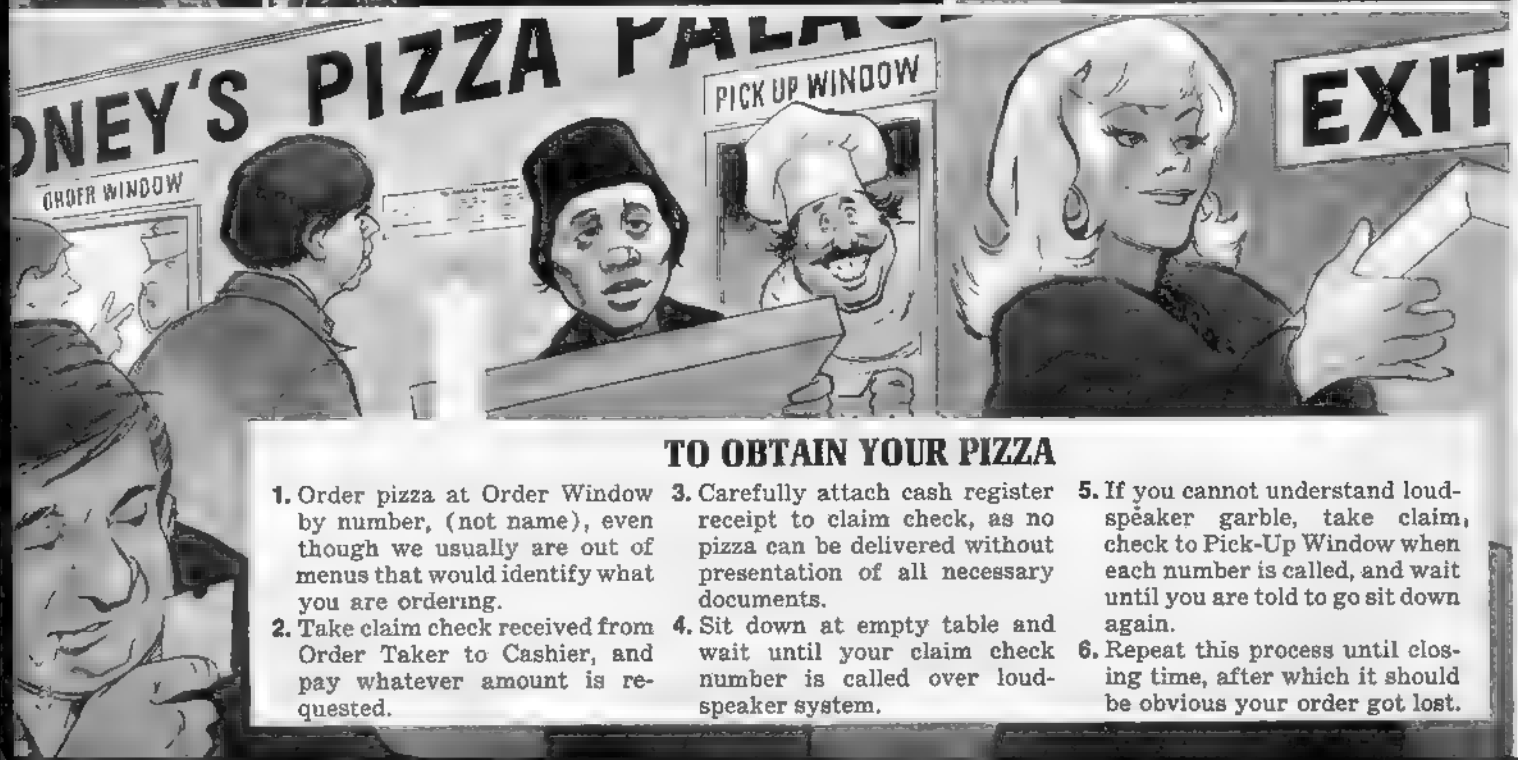
ARTIST: BOB CLARKE

INSTRUCTIONS FOR USE

1. Try to determine which small crank resets dials to zero, unless you don't mind paying for purchase of previous customer.
2. Place hose nozzle in gas tank and squeeze handle.
3. When nothing happens, return to pump and flip levers until you find the one that allows hose nozzle to function. Then repeat Step 2.
4. Guess how much gas you can safely pump into tank before it overflows and spills all over your shoes and clothing.
5. If guess made in Step 4 proves wrong, refrain from lighting matches until you can rush home and change.

INSTRUCTIONS FOR PROPER PICTURE HANGING

1. Insert nail slanty-wise through holes at top of picture hook.
2. While holding hook flat against wall with one hand, and keeping nail positioned in holes slanty-wise with other hand, begin pounding nail into wall with third hand.
3. Try your best not to become upset when the plaster cracks.
4. After nail is completely driven into the wall, hang picture on hook.
5. Try not to become upset when picture hangs too low because you forgot that nail hole would be approximately two inches higher than hanging part of picture hook.



TO OBTAIN YOUR PIZZA

1. Order pizza at Order Window by number, (not name), even though we usually are out of menus that would identify what you are ordering.
2. Take claim check received from Order Taker to Cashier, and pay whatever amount is requested.
3. Carefully attach cash register receipt to claim check, as no pizza can be delivered without presentation of all necessary documents.
4. Sit down at empty table and wait until your claim check number is called over loudspeaker system.
5. If you cannot understand loudspeaker garble, take claim check to Pick-Up Window when each number is called, and wait until you are told to go sit down again.
6. Repeat this process until closing time, after which it should be obvious your order got lost.

a film cartridge in a camera or wash our hands after using the rest room . . . but if we ever expect to learn how to open a can of sardines with that little key attached to the bottom, we'll have to figure it out ourselves. MAD thinks it's time for Big Business to stop letting us make even bigger fools of ourselves than we would otherwise. And to present our demands for help more forcefully, we offer these samples of

THAT NEED INSTRUCTIONS

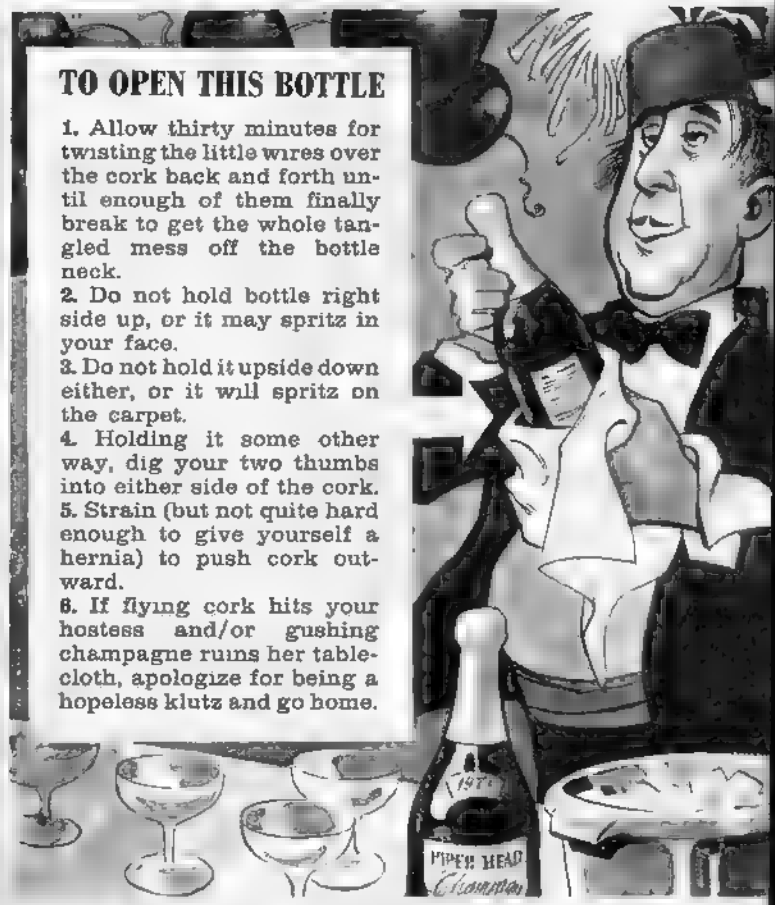
WRITER: TOM KOCH

HANDY GUIDE FOR USE OF THIS DICTIONARY

1. For your convenience, all words have been placed in alphabetical order. So merely open book to page where the word you wish to look up should be.
2. If you don't know how to spell the word you wish to look up, look up a synonym and hope the definition contains the word you wish to look up.
3. If you don't know what a synonym is, look up the word "synonym," since we just showed you how to spell that one.
4. Now, repeat Step 2 before repeating Step 1.
5. If the word you originally wished to look up is found to mean something entirely different than you thought it did, then your problem is insuperable.
6. Look up "insuperable."

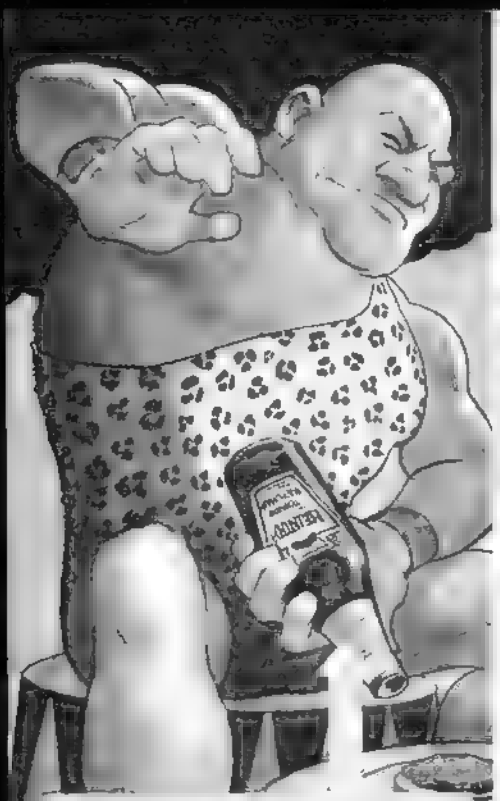
TO OPEN THIS BOTTLE

1. Allow thirty minutes for twisting the little wires over the cork back and forth until enough of them finally break to get the whole tangled mess off the bottle neck.
2. Do not hold bottle right side up, or it may spritz in your face.
3. Do not hold it upside down either, or it will spritz on the carpet.
4. Holding it some other way, dig your two thumbs into either side of the cork.
5. Strain (but not quite hard enough to give yourself a hernia) to push cork outward.
6. If flying cork hits your hostess and/or gushing champagne ruins her tablecloth, apologize for being a hopeless klutz and go home.



HOW TO PACK THIS SUITCASE

1. Note that suitcase is eight inches thick, but has been conveniently divided into two sections to prevent you from packing anything more than four inches thick.
2. Decide against taking anything with you that may be more than four inches thick.
3. Wrap coats or trousers around all bottles containing liquids before packing. This will muss clothing, but may lessen chances of breakage.
4. Place remaining clothing (pajamas, robe and opera cape) on top of wrapped bottles.
5. To utilize space fully, jam small items (yoyos, steak knives, adhesive tape and goldfish) into corners around clothing.
6. Once items are in place, buckle the two leather straps firmly across the top, noting that straps are cleverly positioned to hold the clothing down while allowing bottles to roll around freely.
7. Worry about Point No. 6 during entire trip.

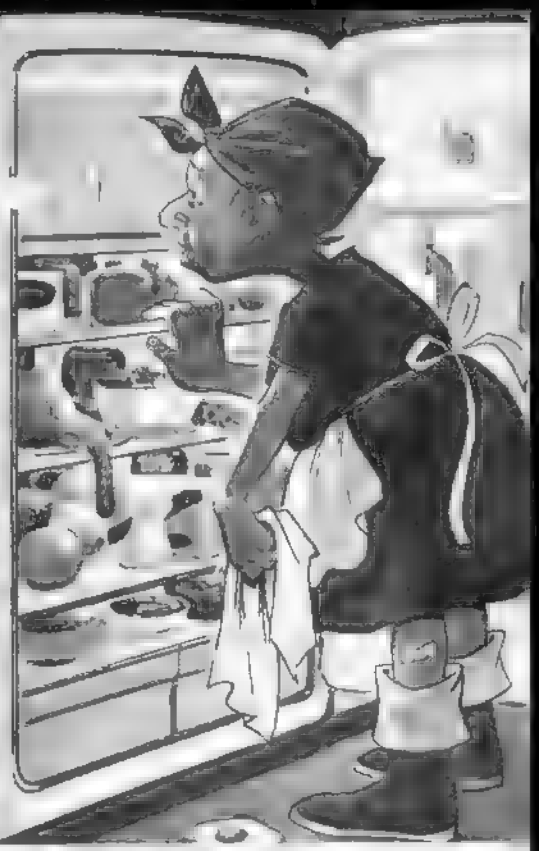


TO OBTAIN BEST RESULTS FROM THIS KETCHUP BOTTLE

1. Remove bottle top effortlessly with an ordinary household lug wrench or heavy duty mechanic's pliers.
2. Hold opened bottle upside down over food to be ketchuped, and tap firmly on bottle with index finger.
3. When this fails, pound harder with (1) palm of hand, and then (2) clenched fist until normal ketchup flow begins.
4. Following success of Step 3, use a damp cloth to mop up excess ketchup from clothing, tablecloth, chairs, carpet, walls and adjoining foyer, living room and hallway.
5. Remove excess ketchup from food with a garden trowel or sandpile tin shovel, and proceed with meal as originally planned.

DIRECTIONS FOR DEFROSTING

1. Buy another refrigerator so you will have a safe place to put freezer compartment items while this one is turned off.
2. Turn this one off.
3. Place a pan the exact size of refrigerator shelf under frost unit so melting ice will not drip on food and make it soggy.
4. If you do not have a pan the exact size of refrigerator shelf, try using several smaller pans, and maybe only part of your food will get dripped on and made soggy.
5. After all ice on coil has melted, remove overflowing pans and try to carry them to sink without spilling cold water all over your feet.
6. When you spill cold water all over your feet anyway, take two aspirins, drink plenty of liquids and stay in bed.



TO TAKE YOUR TEMPERATURE

1. Rinse thermometer in water before putting it in your mouth, because Lord only knows where it's been.
2. Insert thermometer under tongue, and hold it there for a full five minutes.
3. Utilize this time to notice how talking with a thermometer under your tongue improves your Marlon Brando impersonation.
4. **WARNING:** Do not bite down hard on thermometer as the Surgeon General has determined that swallowing mercury may be hazardous to your health.
5. Remove thermometer from mouth and hold it up at every conceivable angle as you try desperately to see anything at all inside
6. If reading, when finally found, is above 106°, this means that you either (A) have malaria, or (B) used hot water to rinse thermometer in Step 1.

TO REMOVE TV SET FROM CRATE

1. Jam crowbar under first top slat and pry upward, bearing in mind that one small slip may result in deep gash across this $500 set's cabinet.
2. Repeat Step 1 until (A) all slats are removed, or (B) all your nerves are shot from worry about scratching the cabinet.
3. Allow excelsior from inside packing crate to fall on your rug, because it will anyway.
4. Lift TV out of crate, using the same methods as those employed by the 4 husky men at the factory who put it in there.
5. If you are still able to raise one arm high enough to reach the telephone after completing Step 4, call a chiropractor.

CREATURE PRESENTATION DEPT.

Monsters and unknown creatures such as "Big Foot", "The Abominable Snowman", "The Loch Ness Monster", etc., have always fascinated people. Zoologists, biologists, scientists and just plain monster freaks have been searching for these creatures for years. And so far, they haven't found a single one. They haven't even found any proof that they exist. But they keep looking, and they keep making movies and TV shows about them. Which got us to wondering: How do you make a documentary movie about something that doesn't exist? And why bother? Well, we got the answer to 'Why bother?' ("Monster movies make a lot of bread, man!") when we asked Mr. Sidney Splicer, a successful documentary film-maker, who invited us to a screening of his latest "In Search Of . . ." flick. So join us now as . . .

MAD GOES TO A PREVIEW OF AN "IN SEARCH OF..." MOVIE

ARTIST: JACK DAVIS WRITER: LOU SILVERSTONE

All "In Search Of . . ." movies MUST have a Narrator audiences will believe! Like a guy who does Laxative commercials on TV

. . . or a big "star" who's into ecology

. . . or an actor whose television series has been cancelled and will work cheap! For this movie, we got all three in one!

The opening scene should always be a grabber! We shot ours in the woods, with scary off-screen noises of a large beast crashing and roaring through the bushes! This was all done by my Wife!!

Is "Big Tush" a myth . . . or does he really exist? There is persuasive evidence that he DOES exist, right here in these Northwest Woods . . .

CLOMP! CLOMP! ROARRRRR!

A picture of an airplane always lends authenticity to this type of movie! This was supposed to be a shot of a "U-2", but hiring a helicopter is a lot cheaper! Besides, who notices?!?

Next, we bring in our scientist! This always impresses the movie audience, adds prestige to the film and helps cover up the lack of facts! You "In Search Of . . ." freaks will probably notice that the aerial shot is the same one used in the "Noah's Ark" movie! Well, to me, it looks as much like "Big Tush" as it does an ark!

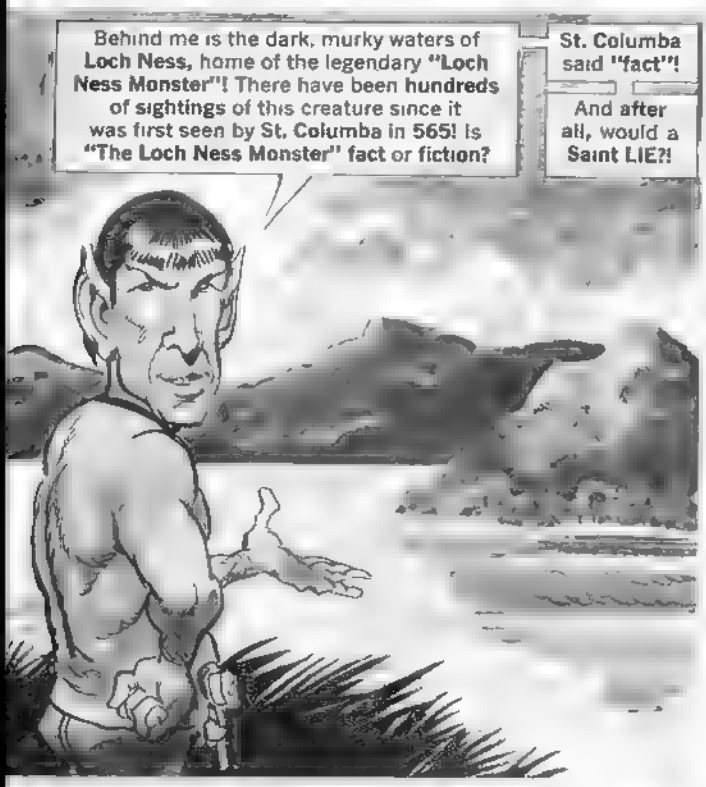
Several years ago, a "U-2" pilot on a secret spy mission took a strange aerial photograph! Was this an actual picture of "Big Tush" . . .?

With me is the distinguished zoologist, Dr. Carl Cranium! Doctor . . . after studying the photograph, would you say this is a picture of "Big Tush"?

Well, it could be a "Big Tush," or it might be "Noah's Ark," or maybe a tree! But I can definitely say it's not the "Loch Ness Monster"! Because what would he be doing on the top of a mountain?!

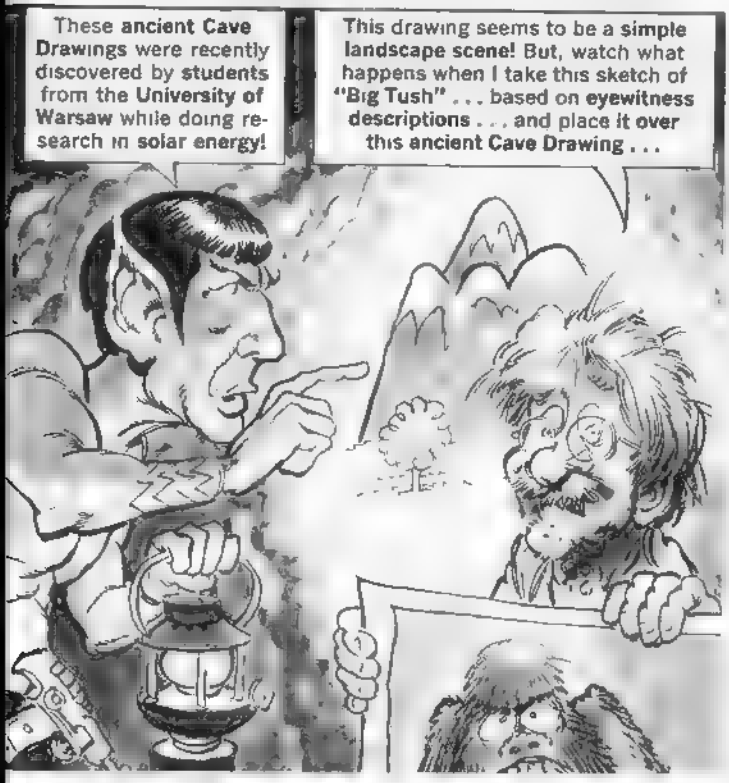
Notice how **cleverly** we led into **"The Loch Ness Monster"**? What does **"The Loch Ness Monster"** have to do with **"Big Tush"**? Nothing! But every film clip library has **tons** of film on **Loch Ness**, and **no "In Search Of . . ." monster movie** is **complete** without **some** mention of **old "Nessie"**!

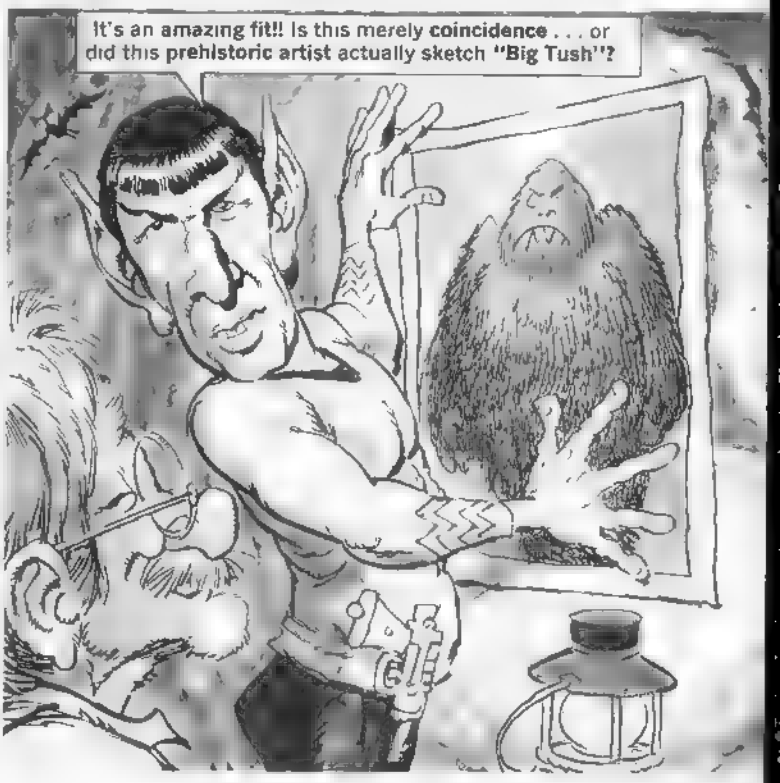
While we are at the film library, we **also** got a few clips of the **"Easter Island Statues,"** which have even **less** to do with **"Big Tush"** than **"The Loch Ness Monster"**! But, believe me, it isn't **easy** stretching a movie like this to **90 minutes!**



No **"In Search Of . . ."** movie would be **complete** without **Cave Drawings!** These were **probably** scribbled by some **kid**, and no one knows what they **really represent** . . . so we can **interpret** them **any way we like!** This is known as **"artistic license"**, and believe me, it's the **only** thing **artistic** in this **movie!**

Notice how we **always ask questions** in these **"In Search Of . . ."** movies, and **never** give **any answers!** Mainly because we **ain't got any!**





The diagrams and skeletons in this next scene have absolutely nothing to do with "Big Tush"! But they look impressive, and that's important when making a phony "In Search Of . . ." movie!
Luckily for us film-makers, the evidence we need is always in some place that's off-limits, like Red China or Russia! Incidentally, those beasts you see aren't "Big Tushes"! We hadda use a stock shot of Nixon and Kissinger in Red China!
Archeologists in China have recently uncovered some fossils that could prove "Big Tush" is a descendant of the prehistoric creature, "Giganticus Tucchus," that roamed the earth over one million years ago!
Unfortunately, the Chinese government wouldn't allow our "Big Tush" film crew to photograph the fossils! But they did invite us to play ping pong if we ever got to China!
Old newspaper stories are another time-filling gimmick that helps provide the phony evidence that our creature really exists! I had these printed in an amusement park that has a place that does funny headlines for a buck!
The people who see these creatures are the same type of idiots who take the Pepsi Taste Test, or stop using bleach for a month, or appear on quiz shows! They sound so ridiculous, you believe them!
There are written accounts of "Big Tush" sightings dating as far back as 1803, when Chinese railroad workers saw a creature that could have been "Big Tush"! Unfortunately, they could only speak Chinese, so there was no accurate description!
The most recent sighting was in the State of Washington by a couple of campers, Billy Joe and Mary Lou Backpacker . . .
STRANGE CREATURE SEEN BY MINERS
MORNING BUGLE
RAILROAD WORKERS FRIGHTENED BY HIDEOUS MONSTER
NEWS Journal
WHAT WAS IT? STRANGE "THING" REPORTED SEEN
NEWS DAILY
GREEN HORNET STILL AT LARGE
I—I seen him standing right over there, by that big tree!
And what was he doing . . . ?
He was making a sissee!!
A . . . WHAT?!?
He was goin' to the John!!

Once again, it's time for **another re-enactment** . . . with all the **phony off-screen noises** to scare everyone!

I don't know if any of those **other** creatures like "Big Tush" exist, but after listening to the people who are **looking** for them, it's **no damn wonder** they're **hiding** from **Man!** Listen to **these** monster hunters!

So . . . I **grabbed** my **rifle** and I **chased** him!!

Did you want to **capture him for scientific research??**

Don't be dumb! I was gonna **blow him away!** Like, what would **YOU** do if some eight-foot dude **exposed hisself** to **YOUR** old lady?!?

CLOMP! CLOMP! ROARRRRR!

I'm here at the **Monster Research Institute,** and I have a **question** for the **members!**

What would **you** do if you **saw** "Big Tush"?

I'd **kill** him! Yep, I'd **HAVE** to kill him! Like, if we don't have a **dead specimen,** how can we **prove** that he **REALLY LIVED?!?**

I'd **kill** 'im and make 'im into a **rug!** Man, wouldn't **that be some conversation piece!!**

I **wouldn't** kill 'im! That'd be **cruel!** I'd put 'im in a **cage** and **charge** folks to take a **look** at the thing!

One of the most **exciting** moments in **any "In Search Of . . ." film** are the inevitable **actual photographs** or **motion pictures** of the creature taken by some **amateur photographer!** These pictures have to be **badly shot, out of focus** and **poorly framed** to prove that they're **for real,** and not **faked** by some **"pro"!** And I'm **proud** to say that we came across some of the **worst** films ever presented on a movie screen as **our** final evidence!

What you are about to see is the famous **Gwirtzman film** of **"Big Tush"!** Er—Mr. Gwirtzman . . . would you tell us how you came to **shoot** these remarkable pictures?

Well, we were having a **helluva** time getting our **outboard motor** started . . . and then I happened to **look up!** And there was this **big, hairy, ugly creature!!**

What was he **doing?**

He was **laughing** at us! Being a **camera bug,** I grabbed my camera and **started shooting!** These are the results . . .

I see by the **quality** of the film you were **very nervous!**

Nahh! He **ALWAYS** takes movies like this! You wouldn't **believe** the **rotten pitchers** he took of my **oldest daughter's wedding!!**

Now, we bring back the "house scientist" to verify that this is a motion picture of "Big Tush"! Actually, he doesn't verify it, but he gives a pretty definite "maybe"! Which is about all you ever get from one of these "In Search Of . . ." movies!

Notice how we cut the professor off in mid-sentence! He was about to say it could have been a college kid in a raccoon coat! That's what's known as "expert film sound editing"!

Doctor, have you looked at the Gwirtzman film?

Yes . . . and I've got the headache to prove it!!

Is the thing in the film "Big Tush"— or is it a wild animal? Say, a bear?

No, the texture of the fur is too fine to be a bear! It more closely resembles RACCOON fur!!

Are you saying it's a raccoon?

Don't be silly! Who ever heard of an eight-foot raccoon?!

If it WASN'T a bear, and it WASN'T a raccoon . . . could it have been "Big Tush" . . . ?

Well, yes, but—

Since we never find what we're looking for, we have to use some other gimmick for the climax! Like a print found in the snow . . .

This is one of the hundreds of "Big Tush" prints that have been found here in the snow in the Northwest Woods! Doctor, you've analyzed the cast of this print! Could it have been made by a man?!?

Definitely not! There are too many peculiarities for this to have been made by a human! Notice the depth! That indicates tremendous weight! The bulges are anatomically different from a man! This print was made by a species unknown to modern science!

"A species unknown to modern science"! WE think it was made by "Big Tush!"

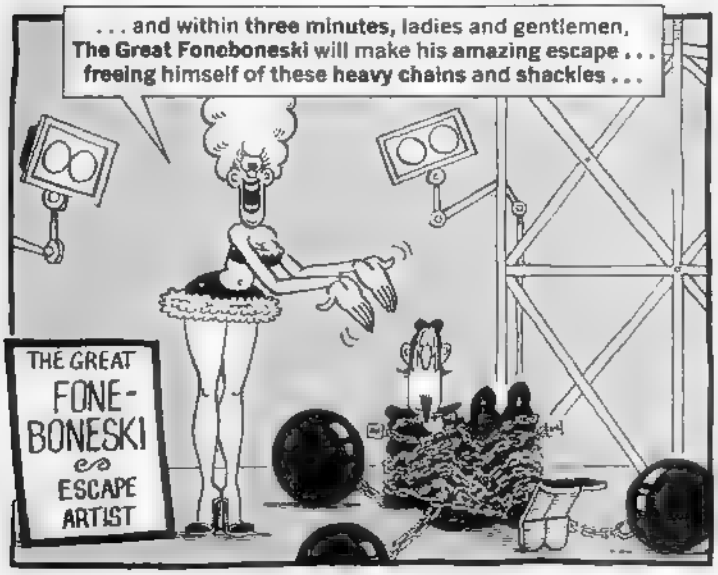
Well, that's it! Now, I've got to split to the Cutting Room for the most important part of any "In Search Of" movie . . . putting together one exciting minute for a TV Saturation Commercial!!

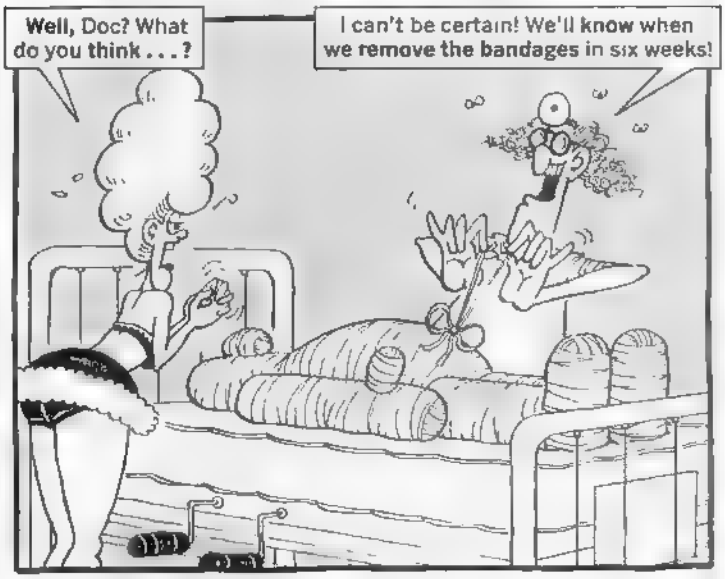
ROARRR!

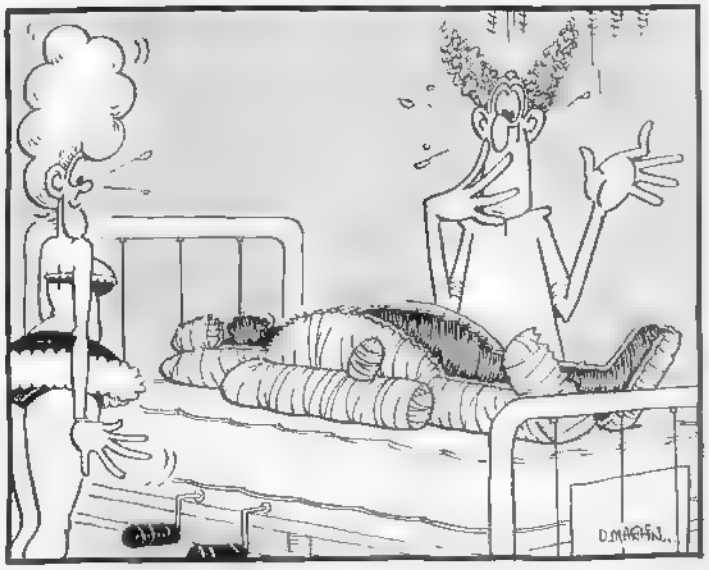
PRODUCER

DON MARTIN DEPT. PART III

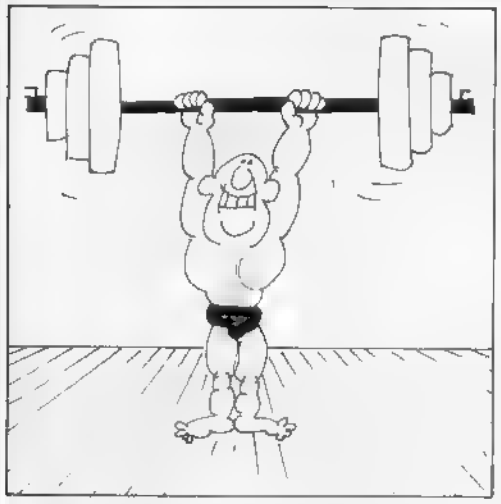
ONE EVENING IN A HOLLYWOOD TV STUDIO



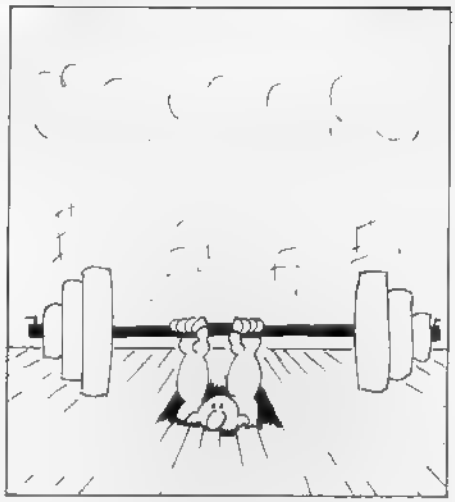




YOU START LIFTING WEIGHTS



Each and every muscle in your body is specially toned and developed by its very own specific weight exercise...

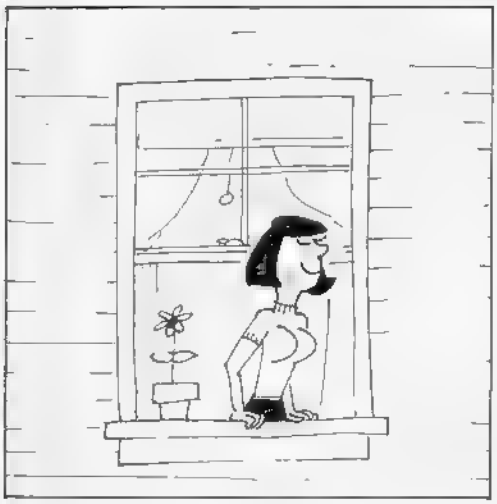


...and then, one evening, you crash through your weakened floor boards... and you break every bone in your body.

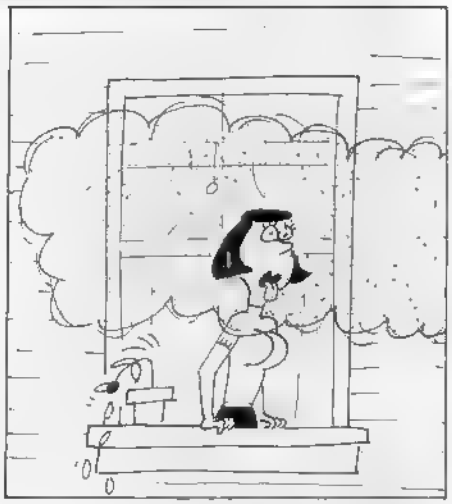
YOU EAT ONLY O

The natural, pure nutrients present in organically-grown foods promise to increase your lifespan by twenty years...

YOU QUIT SMOKING



Your appetite improves as you start deep-breathing fresh air again...



...and then you develop emphysema from deep-breathing fresh smoggy air.

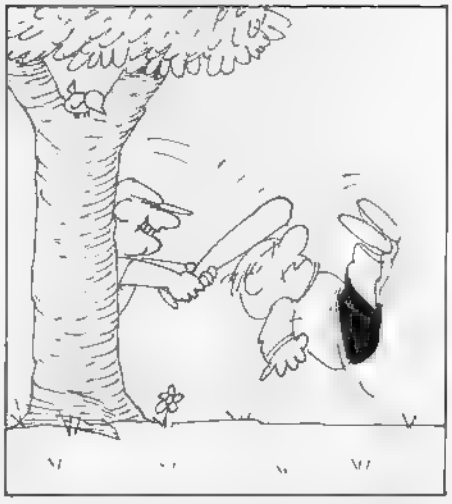
HEXERCISE DEPT.

STA
IN SH

WRITER & ARTIST:

YOU TAKE UP JOGGING

The early morning workouts start to build up your vigor and stamina...



...until the morning you finally can cross the park...and you're mugged.

YOU TAKE UP

It's back to nature, exercising in a clean and beautiful environment...

RGANIC FOODS

...and then the brand of organically-grown mushrooms you've been eating is suddenly recalled because of botulism.

YOU QUIT DRINKING

Your nerves are steady, your head is clear, your boss promotes you, your wife and children love you again...

...and then you get punched out by an angry drunk who can't stand your righteous "holier-than-thou" attitude.

YING
APE

DEAN NORMAN

YOU TAKE UP BICYCLING

Your daily grueling rides build up tremendous strength in your legs...

...and then, one morning, a pack of wild dogs almost chews your legs off.

BACKPACKING

...until the weekend you get lost in the woods and nearly starve to death.

YOU TAKE UP CANOEING

Paddling peacefully across a sylvan lake not only builds up your body, but also gives you peace of mind...

...until, one day, you're run down by some idiot in a water-ski tow-boat.

HEART FAILURE DEPT.

It's ROMANCE when you're beguiled by an introduction to a MAD article like this one. It's LOVE when you have the blind faith to read on in the vain hope that you're going to run into something funny. And it's a

MAD'S "ROMANCE-LOVE"

ARTIST: PAUL COKER, JR.

It's ROMANCE . . .

. . . when you think her hyena laugh is cute.

It's LOVE . . .

. . . when you accept that her hyena laugh is part of her personality.

It's a RELATIONSHIP . .

. . . when you realize there's more to life than just having laughs.

It's ROMANCE . . .

. . . when you take him to meet your friends.

It's LOVE . . .

. . . when you take him to meet your family.

It's a RELATIONSHIP . . .

. . . when you take him to meet your analyst.

It's ROMANCE . . .

. . . when you get excited watching his favorite football team on TV.

It's LOVE . . .

. . . when you become as excited a fan as he is.

It's a RELATIONSHIP . . .

. . . when you realize that's the high point of your excitement together.

RELATIONSHIP when you get through the entire article and you realize you've been duped again, but you still keep buying the magazine for some strange reason you can't explain. All of which is our way of introducing

RELATIONSHIP" BOOK

WRITER: FRANK JACOBS

It's ROMANCE . . .

. . . when you lie to him about your age.

It's LOVE . . .

. . . when you lie to him about your age, and he knows you're lying.

It's a RELATIONSHIP . . .

. . . when you tell him your real age, and he wishes you were still lying.

It's ROMANCE . . .

. . . when you plan your week-end around her.

It's LOVE . . .

. . . when you plan your lifetime around her.

It's a RELATIONSHIP . . .

. . . when you plan your income tax return around her.

It's ROMANCE . . .

. . . when he loves the way you dress.

It's LOVE . . .

. . . when he helps you pick out clothes at the store.

It's a RELATIONSHIP . . .

. . . when he asks you if sometimes he can wear them.

It's ROMANCE . . .

. . . when you surprise him with a birthday gift.

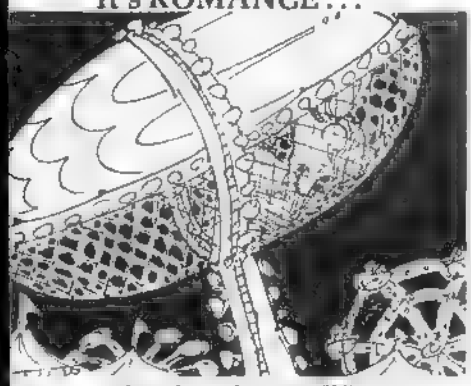
It's LOVE . . .

. . . when you don't mind that he doesn't like it.

It's a RELATIONSHIP . . .

. . . when he asks you to return it.

It's ROMANCE . . .

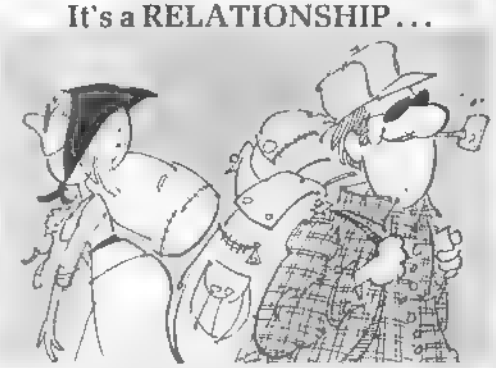


. . . when it makes no difference where you spend your vacation.

It's LOVE . . .

. . . when you want to go camping and she wants to go sailing . . . and you give in and go sailing.

It's a RELATIONSHIP . . .



. . . when you want to go camping, and she wants to go sailing . . . and you go camping . . . and she goes sailing.

It's ROMANCE . . .

. . . when she thinks you're the greatest lover in the world.

It's LOVE . . .

. . . when she accepts the fact that even the greatest lover in the world can't perform occasionally.

It's a RELATIONSHIP . . .

. . . when you spend a lot of time reminiscing.

It's ROMANCE . . .

. . . when you spend a lot of time talking about love.

It's LOVE . . .

. . . when you spend a lot of time talking about a relationship.

It's a RELATIONSHIP . . .

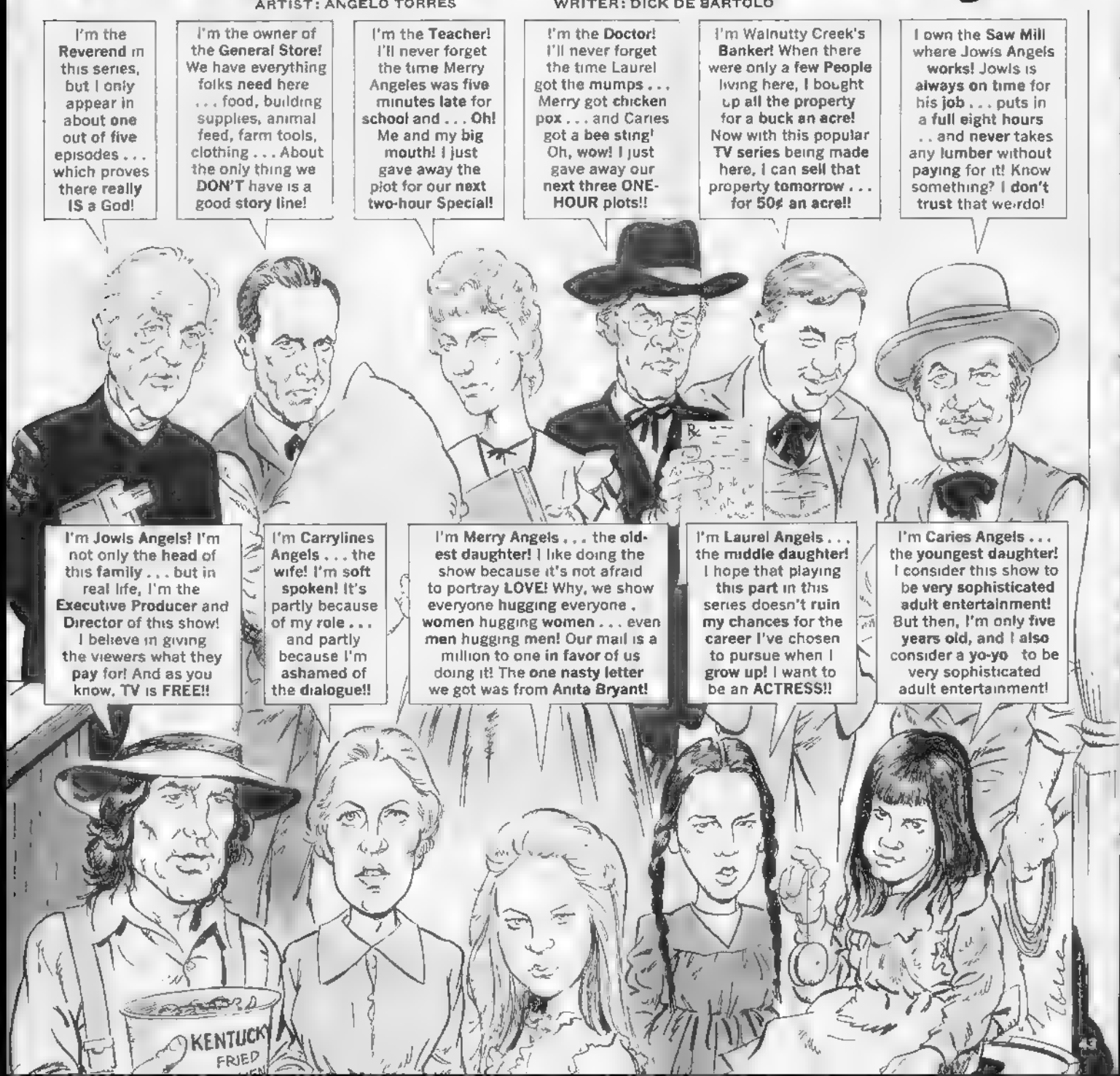
. . . when you spend a lot of time talking about your weight.

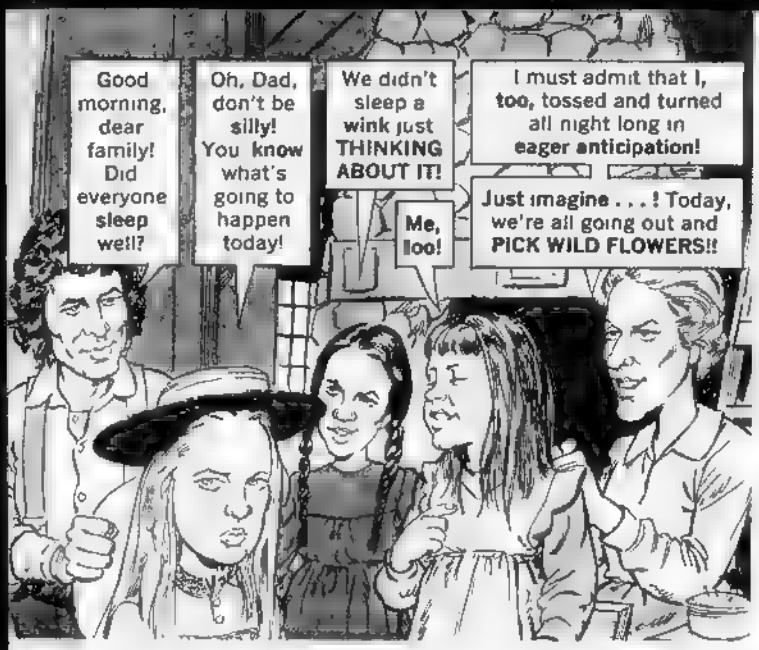
LOG CABIN SYRUP DEPT.

There's a long-running TV show around that's not very heavy on plot. To give you an idea, here is a "TV Guide" summary of a recent one hour show: "The Oleson family is afraid the Ingalls family will outpace them in gathering leaves for a school project." Here's another hard-hitting one hour plot summary: "Laura labors to have her horse properly shod for the annual town race." And we can hardly wait for the third repeat of "Baby Carrie falls into a hole." So now you know why we call this MAD version of the show...

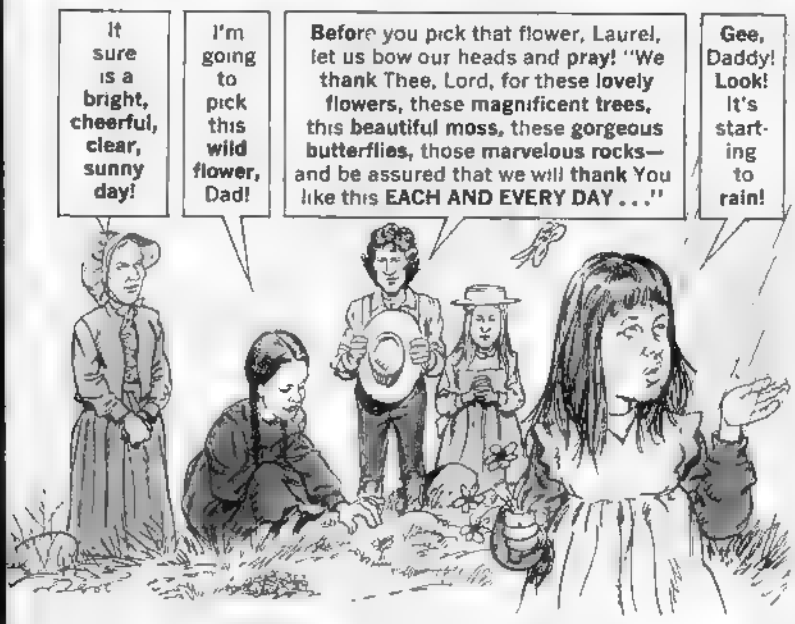
Little House Oh, So Dreary

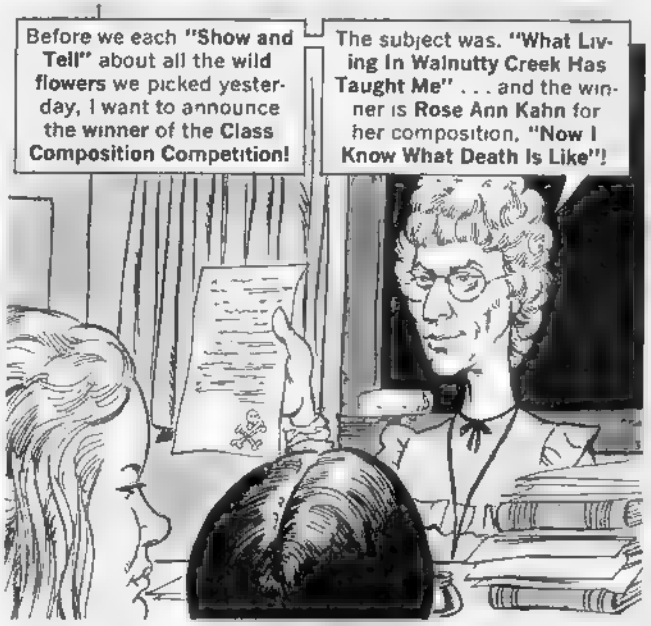
ARTIST: ANGELO TORRES WRITER: DICK DE BARTOLO



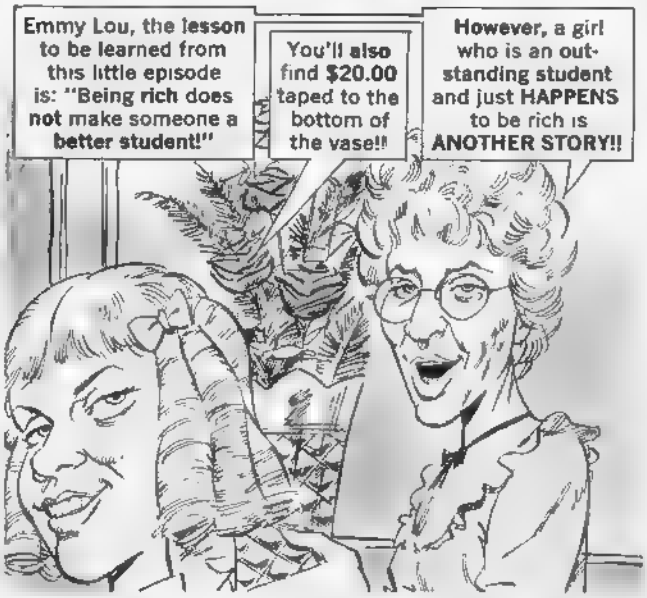

Good morning, dear family! Did everyone sleep well?
Oh, Dad, don't be silly! You know what's going to happen today!
We didn't sleep a wink just THINKING ABOUT IT!
I must admit that I, too, tossed and turned all night long in eager anticipation!
Me, too!
Just imagine . . . ! Today, we're all going out and PICK WILD FLOWERS!!

Merry . . did you bring the scissors . . . ?
Laurel . . . did you bring the picnic basket?
Caries . . . did you bring the flower pots?
Jowls . . . did you bring the barf bags?


It sure is a bright, cheerful, clear, sunny day!
I'm going to pick this wild flower, Dad!
Before you pick that flower, Laurel, let us bow our heads and pray! "We thank Thee, Lord, for these lovely flowers, these magnificent trees, this beautiful moss, these gorgeous butterflies, those marvelous rocks— and be assured that we will thank You like this EACH AND EVERY DAY . . ."
Gee, Daddy! Look! It's starting to rain!


Before we each "Show and Tell" about all the wild flowers we picked yesterday, I want to announce the winner of the Class Composition Competition!
The subject was, "What Living In Walnutty Creek Has Taught Me" . . . and the winner is Rose Ann Kahn for her composition, "Now I Know What Death Is Like"!

Now . . . we will look at the flowers you all brought!
Miss Wells, there's no use looking at the other children's flowers! I brought the best . . . a dozen long-stemmed roses in a crystal vase!
Emmy Lou . . . the flowers everyone brought were supposed to be WILD!
Finding long-stemmed roses growing wild was easy! Finding crystal vases growing wild was a little harder!


Emmy Lou, the lesson to be learned from this little episode is: "Being rich does not make someone a better student!"
You'll also find $20.00 taped to the bottom of the vase!!
However, a girl who is an outstanding student and just HAPPENS to be rich is ANOTHER STORY!!

What's all the giggling there?

Stupid Willie brought a corn for his flower

That does not make him stupid! He merely thinks an ear of corn is as attractive as a flower! You know the difference between a vegetable and a flower, don't you, Willie?

Oh, yes, Ma'am! If I bring in some butter and salt tomorrow, can we boil the roses?

What happened at school today . . . ?

Emmy Lou got an A+ by giving the teacher $20.00!

I'd rather you failed than get an A+ that way!

I DID fail!

Jowls . . . do we have an extra $20.00 in the sugar bowl?

Let's not talk about school! Let's just eat! And remember . . . eat S-L-O-W-L-Y . . .

Because it's better for our digestion . . . ?

No . . . because your Daddy has very little else to put into this one hour show! So far . . . this is the BIG scene!!

Pass the bacon and beans . . .

Pass the ham and beans . . .

Pass the pork and beans . . .

Pass the barbecued beans!

Pass the baked beans!

Pass the "Air-Wick"!

Pass the brains!

Pass the gizzard!

Pass the kidneys!

Pass the pupik!

Pass the steak!

Steak . . . ?!? Yech! That's disgusting!

Pass the corn!

Pass the beets!

Pass the broccoli!

Pass the spinach!

Pass the cabbage!

Pass the boiled roses!

I'd sure like to thank you for inviting me to dinner!

Did you get enough to eat?

I didn't get ANYTHING to eat! I spent the whole meal passing stuff! But you sure are generous people to ask a perfect stranger to dinner!

Y'know, it plumb slipped my mind—but . . . why are you in our house?

I came here to rob the place!

. and bless the trees and the birds and the flowers and the rocks and the doggies and the pussy cats and the mice and the horses and the cows and the chickens—

Caries . . . you can go to bed now! You did enough praying!

Do you think God heard me?

I'm sure He did, dear! Lightning just struck the barn!

Pass the bacon!

Pass the eggs!

Pass the toast!

Didn't we just do this scene?

That was dinner! This is breakfast!

Well, this is it! I've got to go!

Oh, no . . . Jowls! Has the time come already!

I'm afraid so! We both knew it was coming and we prepared for it . . . but it got here a lot faster than we expected!

Then let me tell you that I love you . . . and I'll pray for you and your safe return!

Thank you! I get off work at 5 o'clock . . . and I should be home by 6 the latest!

Yes, sir, Ranger, this is certainly a wonderful gift God has given us!

Crisp fresh air, sturdy oak trees, lush green grass, bubbling brooks!

But today, He has outdone himself! Here it is—July, and it's hailing!

Usually, it just rains when I start to pray!!

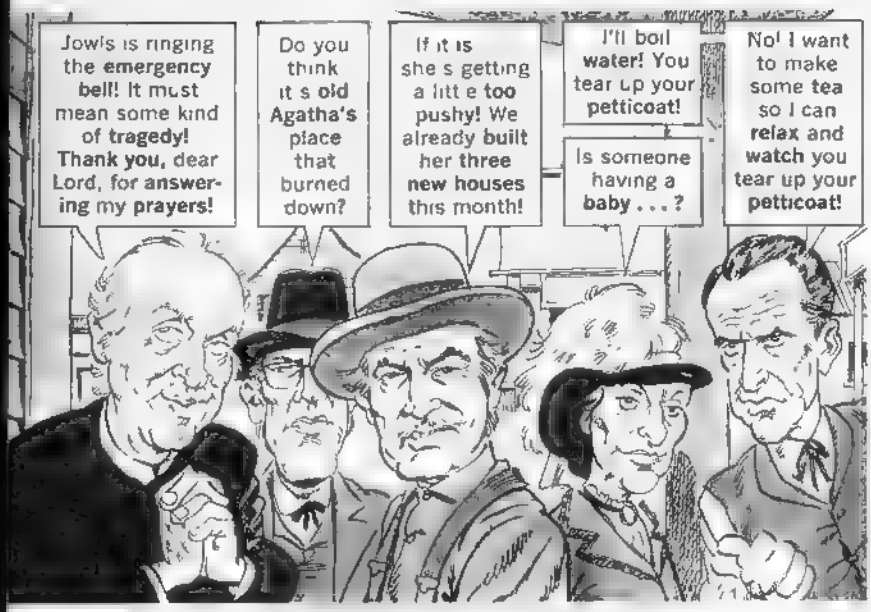
Whoa, Ranger! Excuse me for intruding . . . but can I be of some help?

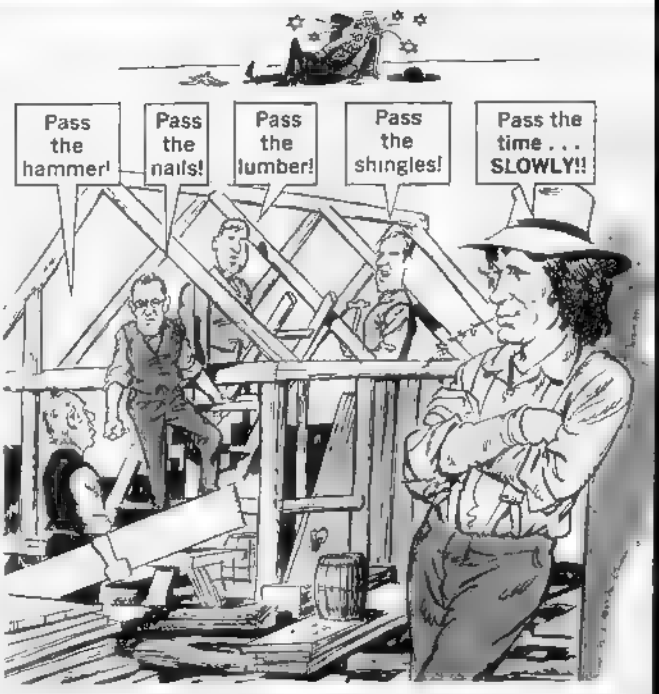
My—my house burned down!

But—

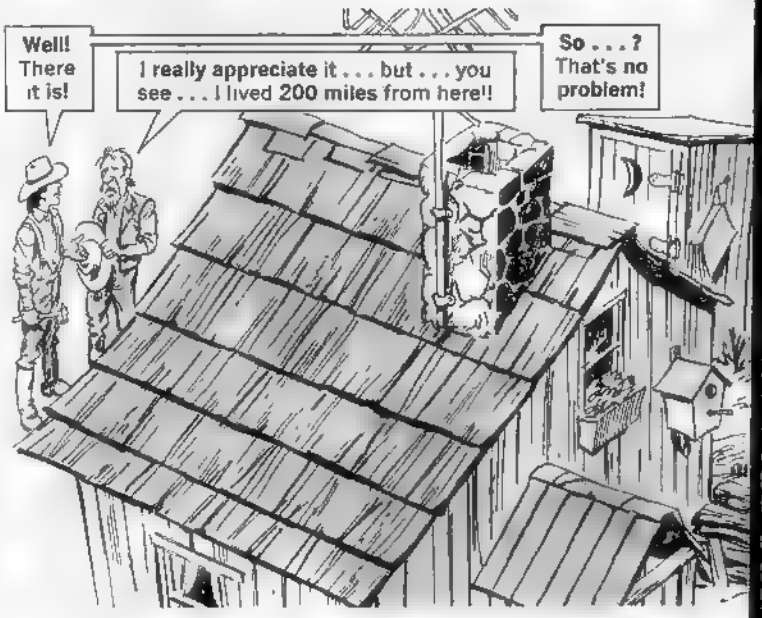
Mister, in this town, that's no problem at all! We love to build new houses! It's so darn boring here, we often burn our houses down . . . just so we can all pitch in and re-build them!

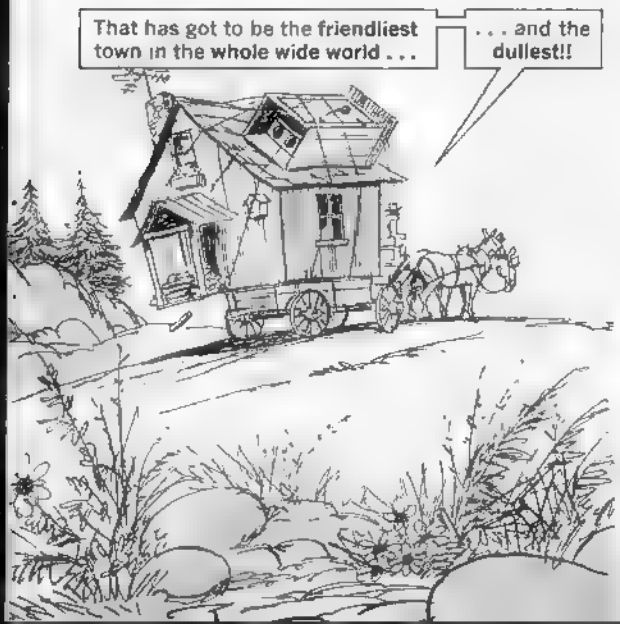
No buts! Just sit there!

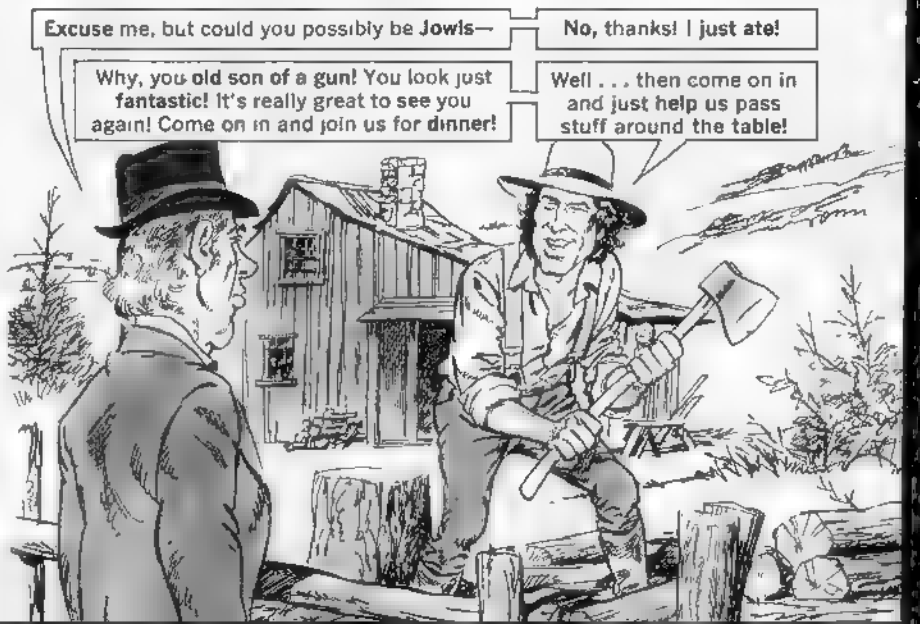

Jowls is ringing the emergency bell! It must mean some kind of tragedy! Thank you, dear Lord, for answering my prayers!
Do you think it's old Agatha's place that burned down?
If it is she's getting a little too pushy! We already built her three new houses this month!
I'll boil water! You tear up your petticoat!
Is someone having a baby . . . ?
No! I want to make some tea so I can relax and watch you tear up your petticoat!


Pass the hammer!
Pass the nails!
Pass the lumber!
Pass the shingles!
Pass the time . . . SLOWLY!!

Mr. Angels, I really appreciate this, but—
Relax! One more panel . . . and we'll have it finished!


Well! There it is!
I really appreciate it . . . but . . . you see . . . I lived 200 miles from here!!
So . . . ? That's no problem!


That has got to be the friendliest town in the whole wide world . . .
. . . and the dullest!!


Excuse me, but could you possibly be Jowls—
No, thanks! I just ate!
Why, you old son of a gun! You look just fantastic! It's really great to see you again! Come on in and join us for dinner!
Well . . . then come on in and just help us pass stuff around the table!

Well, now! I haven't seen you since . . let's see . . since—

Since never! I just got off the train!

What can I do for you? Can I build you a house?

No, thanks! I've been in town for three hours . . . and I've already had two houses built for me!

Let me tell you why I'm here! I work for the "Minnesota Daily Press"! It's a Monthly right now! But we have high hopes!

Your oldest daughter sent us a wonderful story, and . . . quite frankly . . . we'd like her to come to work for us!

But— but she's only 14 years old!

True! But she has a certain child-like quality that we're looking for . . . and our Editor is willing to pay a child-like price for it!

Well, now . . . in this house, we always let our children make up their own minds in matters that concern them!

Merry, would you like to leave this house forever, break your Father's heart, and kill your Mother as if you'd used a gun!

No, thank you, Father!

The lesson to be learned by this little episode is: If you give a child her free choice, she'll do exactly what you WANT her to do!

Well, I'm very sorry that Merry won't be coming to work for us . . . and I sure appreciate your friendly hospitality, folks, but—

Are you sure you won't stay . . . ?!

No . . . but it was really great of you to add another room onto your house for my use!!

We!, you'll be sorry you DIDN'T stay here in God's own Heaven with the rich land and the bountiful forests and the strong trees!

I don't think God ever gets tired of us thanking Him for it!

Look, Daddy . Coming this way! It's a TORNADO!

But, on the other hand—

Hello! I'm Michael Blandone! I bought this last panel in order to protest this unfair MAD Satire of our show!

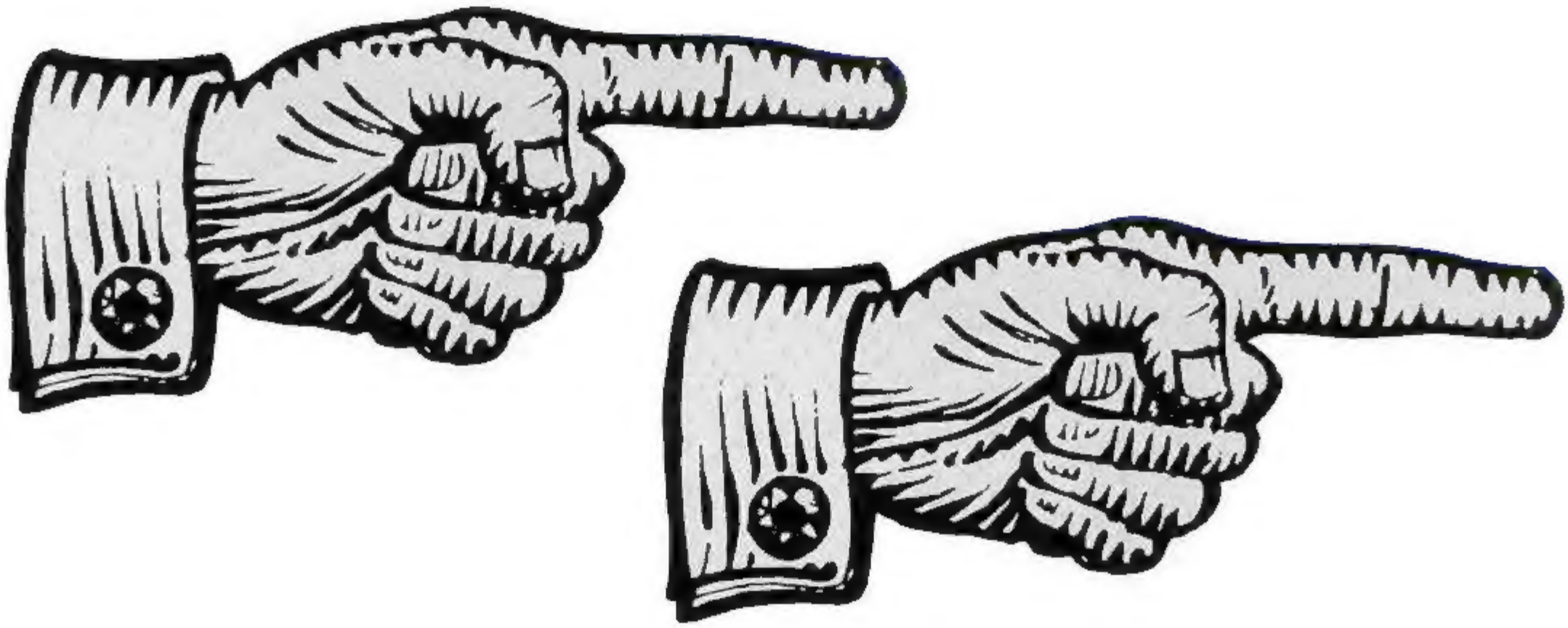
It bears no resemblance to the real "LITTLE MOUSE ON THE PRAIRIE"! First of all it had more action in it than our entire new series!

But more important, it failed to stress the feeling of love and compassion and understanding I try to impart each week!

So . . . if I ever meet the guys responsible for it . . . I'm gonna punch 'em all silly!

Nothing to see here!

Please skip ahead.



WHAT INFECTIOUS FOREIGN INVASION IS SPREADING IN EPIDEMIC PROPORTIONS AMONG AMERICANS LATELY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Every day, we are exposed to more and more foreign invaders. These run the gamut from exciting new products to depressing old diseases. Lately, however, a highly infectious import has taken hold in the U.S.A., and there's no sign of it being eradicated. To find out what it is, fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT ◀ B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

FOREIGN PRODUCTS, CONCEPTS AND DISEASES POUR INTO THE SOCIETY IN WHICH WE LIVE. MANY CAN SPREAD LIKE A CANCER WHILE OTHERS HAVE AN INSIDIOUS INFECTIOUS QUALITY BUILT IN THAT SOON AFFECTS OUR EMOTIONAL WELL BEING

A ▶ ◀ B

WHAT INFECTIOUS FOREIGN INVASION IS SPREADING IN EPIDEMIC PROPORTIONS AMONG AMERICANS LATELY?

FOLD PAGE OVER LIKE THIS!

A ▶◀ B FOLD BACK SO "A" MEETS "B"

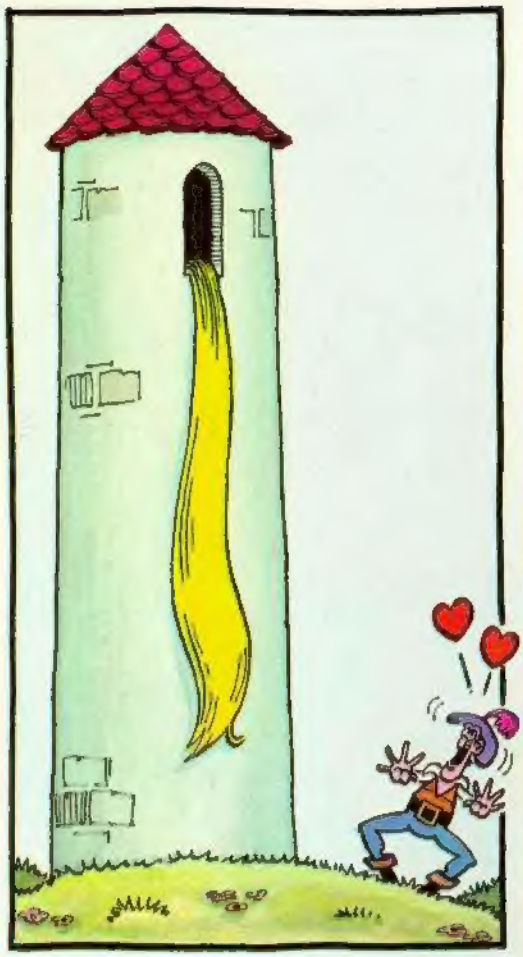
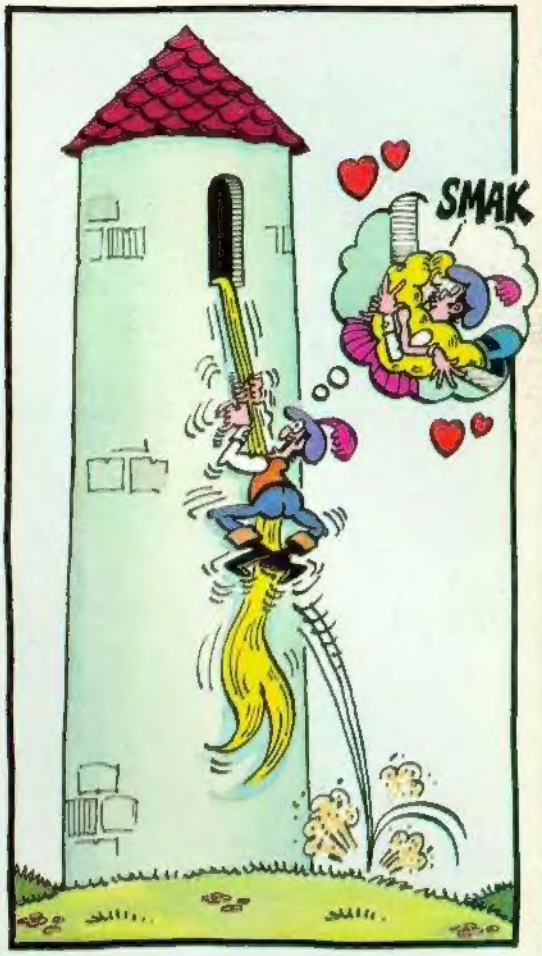
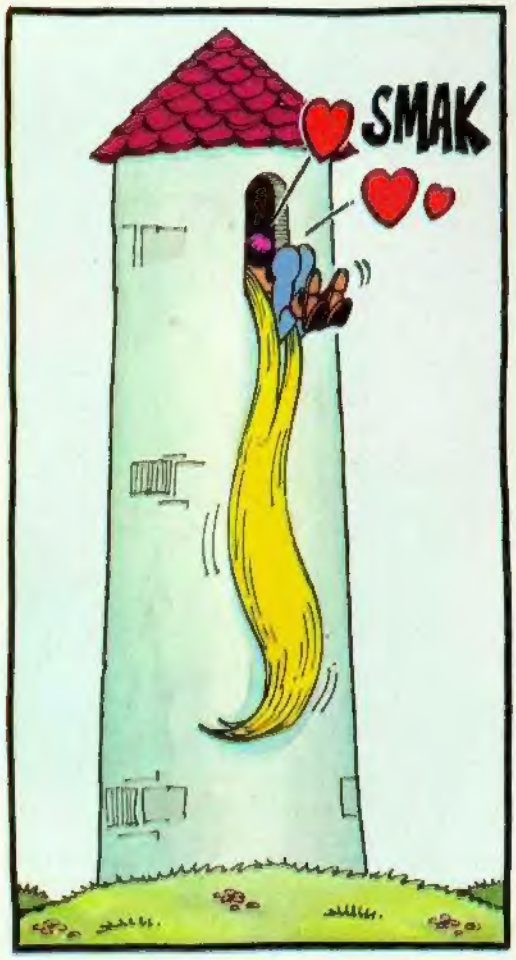
ARTIST & WRITER:
AL JAFFEE

THE SOCCER BUG

A ▶◀ B

STILL MORE

SCENES WE'D LIKE TO SEE

(RAPUNZEL)

ARTIST & WRITER:
DON MARTIN